

Oriana Dentici

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Summary

Higher education professional transitioning into User Experience Design, bringing a unique perspective on storytelling, user experience, and project management. Skilled in creating user-centered designs, wireframes, and prototypes, with a strong foundation in research, competitive analysis, and digital tools like Figma and WordPress, while leveraging creative problem-solving from years in higher education and marketing.

Education

University of Wisconsin-Stevens Point | BFA Theatrical Design and Technology | December 2013

Northwestern University | Full Stack Web Development | March 2020

General Assembly | Product Management | May 2021

Coursera Google Certificates | User Experience Design Certificate | June 2025

Northwestern University | Project Management Professional Certification Courses | In Progress

Programs and Competencies

Programs: Figma, WordPress, Smartsheet, Confluence, Microsoft Suite, Google Suite, Google Analytics, Claude

Competencies: Competitive Analysis and Research, Respondent Interviews, Qualitative Survey Design, Qualitative and Quantitative Analysis, Project Planning, Project Management

Work Experience

Program Coordinator | Northwestern University | December 2023-Present

- Develop detailed project plans to monitor, track, and report deliverable progress for two National Institutes of Health (NIH) Research Grants
- Act as central leadership and point of contact for medical professionals, fellows, research analysts, and external stakeholders
- Perform risk management to minimize project risks and implement appropriate project changes as required
- Review medical journal manuscript drafts for completeness against journal author guidelines
- Maintain detailed project budgets and assist in budget forecasting
- Drive cross-functional coordination between teams and provide timely reporting on the state and performance of all projects with the Program Director

Freelance User Experience Designer | Self Employed | April 2023 - Present

- Apply foundational UX and visual design skills to create user personas, user flows, wireframes, and prototypes that adhere to product specifications in Figma
- Maintain client relationships during project lifecycle by providing clear communications and project tracking documents
- Conduct user research including interviews, surveys, and usability testing to gather insights on user needs
- Analyze and compile data from research initiatives into meaningful insights reports
- Redesign information architecture structure to improve page flow and user navigation

Marketing Analyst | Dispensary33 | February 2022 – June 2023

- Performed competitive analysis of analytic platform alternatives to enhance user data privacy
- Identified appropriate Key Performance Indicators (KPIs) and reported key metrics from digital campaigns into meaningful insights
- Developed and implemented user guides for new technologies and facilitated appropriate end user trainings
- Conducted competitive research of direct business competitors to inform changes needed for marketing campaigns and product menu layout
- Performed website audit and incorporated customer feedback to improve user flow of product menu
- Assisted in the redesign of the Cannabis Compassionate Care Program application process to improve accessibility to medical cannabis patients

Digital Media Project Manager | Rise Interactive | August 2021 – February 2022

- Increased overall **project completion from 41% to 65%**
- Collected feedback and performance data via surveys, analytics platforms, and Search Engine Optimization
- Worked cross-functionally with sales, operations, programmatic, and creative teams to manage and meet project deadlines
- Analyzed, experimented, and tested strategies for continuous campaign optimization
- Managed online marketing strategies, promotions, and social media engagement to successfully meet client objectives

Program Coordinator | Northwestern University | May 2018–August 2021

- Provided all day-to-day operations and communications for the Health Sciences Integrated PhD and the Health Services and Outcomes Research Master's Programs
- Enhanced program engagement for alumni, faculty, mentors, and prospective applicants
- Reviewed applications for completeness, coordinate all travel accommodations, and manage admissions interview schedules for prospective students
- Coordinated and facilitated all program events and quarterly educational residency sessions
- Reviewed budgets for the program and investigated proper expense allocation
- Prepared and submitted purchase orders, check requests, and expense reports
- Investigated best ways to market research opportunities to appropriate interest groups

Research Project Manager | Schlesinger Group | September 2017 - March 2018

- Directed teams through all phases of market research projects while assisting with survey design and recruitment efforts for both quantitative and qualitative studies
- Coordinated day of study logistics for on-site market research including respondent payments, session recordings and transcriptions, and confirmation re-screenings
- Managed multiple complex study requirements by maintaining organized records and project trackers