CHELSEA CASAREALE

PRINCIPAL UX DESIGNER

New York, NY
chelseacasareale@gmail.com
chelseacasareale.com
LinkedIn

UX Designer with 10+ years leading product design end-to-end for web and mobile experiences in complex, highly regulated fields. I define the right problem before designing the solution, align stakeholders, set experience strategy, and tie design decisions to product KPIs. I'm currently excited by exploring AI-powered workflows to ideate faster, synthesize research, and test higher-fidelity prototypes with users

EDUCATION

Washington University in St. Louis
B.A. in Biology

SKILLS

User experience (UX) design
User interaction (UI) design
Experience strategy
Design sprint facilitation
Journey mapping
Information architecture
Interaction Design
Prototyping
Concept testing
Usability testing
Figma
Claude
Claude Code
VS Code + GitHub Copilot
HTML
CSS

EXPERIENCE

PRINCIPAL UX DESIGNER · 2022 - PRESENT
FIDELITY INVESTMENTS

- Lead designer on enterprise-wide key initiative managing multiple subprojects and organizing numerous designers to deliver on the vision and strategy I established in conjunction with my product partners.
- Created experience strategy and led end-to-end design for a financial planning tool used by financial advisors and their clients.
- Served as sole UX designer for multiple products and embedded with one to two cross-functional teams at a time.
- Collaborate on product strategy and UX/business success metrics with stakeholders, grounding roadmap priorities in user journeys and needs.
- Facilitate design sprints and working sessions that turn conflicting stakeholder requirements into a shared problem statement and plan.
- Conduct user research both independently and with a dedicated research partner; translate findings into product and design decisions.
- Build AI-powered workflows into my design practice to ideate rapidly, synthesize research data, produce workshop artifacts, and build stronger prototypes for user testing.

EXPERIENCE LEAD & UX/UI LEAD · 2021 - 2022
EVERNORTH HEALTH SERVICES (THE CIGNA GROUP)

- Led UX across two agile teams and four connected healthcare affordability products, creating a shared design direction for the portfolio.
- Partnered with business, product, and engineering leaders to build user-centered product roadmaps.

PRODUCT DESIGNER · 2020 - 2021
EVERNORTH (THE CIGNA GROUP)

- Created an experience strategy, designed, and conducted usability testing on an internal application to digitize Cigna's complex hospital contracting process.
- Led UX on internal reporting dashboards and web applications as well as external Cigna web experiences from discovery through developer handoff.

UX/UI DESIGNER · *NARMI* 2019 - 2020

- First designer at a digital banking startup; owned product design across web and mobile.
- Created the company's first design system, establishing shared components and patterns for the product.
- Designed a digital account opening product from the ground up and redesigned the core online and mobile banking experience.

LEAD DESIGNER · TWENTY OVER TEN 2017 – 2019

DESIGNER · TWENTY OVER TEN 2017 - 2017

- Led design and front-end development in creating marketing websites for clients at agency-style early finance marketing start up.
- Promoted to Lead Designer in eight months; built and managed a small design team as the company scaled.
- Restructured service offerings and project management processes for client website design for financial advisors.