

# Tariq Cilione

Cell: 845.800.7480 | Email: [tariq.cilione@gmail.com](mailto:tariq.cilione@gmail.com) (preferred)

Portfolio: [tariqcilione.com/](http://tariqcilione.com/) | LinkedIn: [linkedin.com/in/tariq-cilione/](https://linkedin.com/in/tariq-cilione/)

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## Executive Summary:

Human-Centered UX Researcher & Product Strategist with 5+ years of experience translating complex user behavior into product decisions that drive measurable outcomes. Certified Human-Centered Design Practitioner from the LUMA Institute, with a rare background bridging cognitive psychology, pedagogy, design, and applied UX research, enabling richer insight synthesis and more compelling stakeholder storytelling. Currently leading AI product research at CareerCoachingPro, developing HCD frameworks that align user needs to business strategy. Proven ability to facilitate generative research, usability studies, and co-design sessions across agile product teams in both B2B and B2C contexts.

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## Professional UX Experience:

### UX Researcher, Freelance

May 2025 - Current

CareerCoachingPro | Remote

- Leading the implementation of AI product exploration by gathering qualitative user research, resulting in developing a Human-Centered framework to guide future AI products
- Facilitating Human-Centered Design sessions for users and stakeholders to gain a better understanding of user needs and frustrations, leading to aligning user goals to business outcomes
- Partnering with cross-functional stakeholders in agile ceremonies as a user research advocate, ensuring customer needs and outcomes remained central to product prioritization and development decisions
- Developing an HCD framework that drives innovation strategy and guides development priorities through user and product research recommendations, directly shaping how AI products are built to meet user needs

### Web Designer

Sept. 2024 - Dec. 2024

Enormous Creative | Peekskill, New York

- Conducted strong and compelling research to build and design engaging websites using WordPress for B2B and B2C clients to meet their business goals, backed by collaborating with key stakeholders
- Facilitated stakeholder interviews to effectively design accessible and engaging responsive websites, by utilizing HCI heuristics
- Regularly communicated with key stakeholders to ensure design alignment with business objectives

### UX Consultant, Freelance

Aug. 2019- Sept. 2024

TAD Excavation & Dimitri Designs | Pine Bush, New York

- Improved a medium-sized excavating company's digital experience and service design, which drove sales in new large-scale developments and new customers
- Applied UCD principles for redesigning a website by applying knowledge in UX, along with reorganizing content to improve the customer's user experience when accessing a design portfolio
- Applied hardware and software critical thinking skills to solve hardware and software issues to improve client's work experience with increasing efficiency by 80%

### Paid Federal Work Study, UX Specialist

July 2021 - May 2022

Touro University Graduate School of Technology | New York, NY

- Leveraged market research with key stakeholders to drive educational and business decisions for new and current programs offered by the school
- Gathered and analyzed Quantitative Data for competitive analysis to present data and findings to key stakeholders in the school, including direct managers, program chairs, and deans, to generate solutions on improving website usability by 25%
- Collaborated with the Deans and Program Chairs to define and create program websites that represent the vision and accomplishments of the department, backed by using mixed-method approaches

## Professional Teaching Experience:

### Learning Experience Designer | Substitute Teacher

Jan. 2020 - Sept. 2023

Pine Bush Central School District | Pine Bush, NY

- Managed classrooms for teachers and followed lesson plans provided by the teacher to ensure students are continuing their learning
- Applied subject-matter expertise in web design, user experience, global and American history to guide high school students with their schoolwork, and adapted my knowledge to meet the needs of learners

### Learning Experience Designer | Educator

Sept. 2016 - Sept. 2018

NYC Department of Education | New York, NY

- Collaborated cross-functionally with educators to design interdisciplinary lesson plans, ensuring seamless interdisciplinary knowledge transfer
- Utilized both quantitative and qualitative data to iterate on and deliver high-quality, accessible user experiences for adolescents daily to 130 students with an 80% goal completion rate
- Led and coached the school's debate team, guiding students in research skills, structured argumentation, persuasive & confident communication, and storytelling
- Defined research questions and scope for each unit of study, and executed tailored pedagogical methodologies that ensured successful user outcomes that met requirements from the NYS Board of Regents and the College Board for AP Curricula
- Advocated for and facilitated the creation of safe, inclusive spaces within the school community to eliminate barriers to learning

## Education & Certifications:

### Human-Centered Design Practitioner Certification

Issued: Oct. 2025

LUMA Institute

### Web and Multimedia Design: UX Research | Degree GPA: 3.7 | MA: 2022

Touro University Graduate School of Technology | New York, NY

- Emphasized studies and coursework in UX Research
- Built a strong technical and design knowledge using current heuristics
- Refined and transitioned research skills from education and historical research to Human-Computer Interaction
- Built an intermediate knowledge of responsive web design using HTML/ SASS & JavaScript
- Facilitated user interviews to develop skills to understand the behaviors and thinking of people to increase user usability by 80% from initial testing
- Gathered knowledge in Human-Computer Interaction to gain a holistic understanding of human behavior when using technology
- Focused research on learning about user behavior and cognition to design solutions that are tested to generate insight and understanding of users

### Adolescent Education: Social Studies, History Minor | BS: 2015

SUNY Oswego | Oswego, NY |

## Professional Organization:

UXPA NYC Chapter

Member

## UX Skills:

- Usability Testing Facilitation
- User Persona Design
- Service and Customer Journey Mapping
- Competitive Analysis
- Heatmaps / Eye-tracking Analysis
- Generative Concept Testing
- Market Research
- Data Analysis
- Ethnographic User Research
- Guerrilla UX Research
- Information Architecture
- Instructional Design
- Survey Design
- Summative and Formative User Interviews
- A/B Testing
- User Behavior & Cognition Analysis
- Qualitative Research
- Quantitative User Research
- Prototype User Testing
- Low Fidelity; High-Fidelity Design
- Human-Computer Interaction (HCI)
- Diary Study
- Tree Sorting
- Adult Learning Methodologies
- Human-Centered Design Facilitation

## Leadership Qualities:

- Empathetic Thinking
- Confident and Engaging Presentations
- Energetic Public Speaking
- Collaboration / Teamwork
- Communicating Findings Through Compelling Written & Verbal Storytelling
- Stakeholder Communication
- Cross-functional Collaboration
- Agile sprint facilitation

## Tools & Technologies:

- Figma / Sketch / Adobe XD
- Mac OS / Windows Design
- iOS / Material Design
- HTML / SASS
- Prompt Engineering
- Google Analytics
- Agile UX Methodology
- Microsoft Office / Google Suite
- Miro / FigJam / Mural

April 2021 - Current