



Profile

A leader in design, Michael is known as a product thinker who has the intuition and gravitas to drive company revenue and increase user satisfaction. His passion for analytics and visual design within the UX process allows for function to meet style to create a rich user experience. Michael thrives when apart of a team that believes in communication and collaboration. When not at his desk, you might find him at Chelsea Pier's playing hockey or spending time with his fiancé and Goldendoodle.

Skills

Methods

Analytics
Competitive analysis
Interviews
Personas
Usability testing
User Research
User Stories

Product Design

Information Architecture
Prototyping
Visual Design
Wireframing
Workflows

Tools

Avocode
Craft
HTML/CSS
InVision
Sketch
UXPin
Whiteboard

Experience

Amplify | UX Designer | September 2016- Current

- Designed the user experiences for a highly interactive children's learning game
- Created user flows, wireframes and interactive prototypes

Influenster | UX Designer | May 2016 - August 2016

- Designed the user experiences for a highly interactive SaaS portal, from concept to iterative improvements, ensuring that design and interaction blend with business, customer and technical requirements
- Created user flows, wireframes, site maps and interactive prototypes

Collective | UX/UI Designer | March 2015 - February 2016

- Lead visual designer for Visto, an enterprise SaaS agnostic solution that manages media plans by providing transparency across multiple ad platforms
- Produced designs that helped pave the way to the initial beta release of Visto which drove in 14MM in revenue in 2015 and set to drive an additional 40MM in 2016
- Created and implemented Visto's user interface, style guide, and UI kit which contained reusable components and patterns that was integral to reducing development overhead
- Conducted qualitative and quantitative user research and usability testing through interviews to accurately design experiences according to user needs
- Worked collaboratively with all major stakeholders including product managers and developers to define workflows and UX/UI requirements

Medialets | Sr. Interactive Designer | January 2013 – March 2015

- Designed rich media mobile advertisements for brands such as Samsung, Cisco, Mazda, Black Rock, Kia, PayPal and Macy's
- Created user flows, wireframes, site maps and interactive prototypes for the platform, Servo

The Daily (News. Corp) | Interactive Designer | July 2011 – December 2012

- Designed news article layouts for our interactive news app
- Served as lead production designer for the Angry Birds in Space Guide app which was commissioned by Rovio

Education

Bloc | Front-End Certification | 2014

General Assembly | Certificate for Web Development | 2012

The Art Institute of Pittsburgh | B.S. in Graphic Design | 2009-2011

Washington and Jefferson College | Major in Entrepreneurship | 2006-2009