



# M I C H A E L C A L I N

D E S I G N E R

## EXPERIENCE

### **BTE** *LEAD USER INTERFACE DESIGNER / GRAPHIC DESIGNER*

January 2015 - Present | Hanover, MD

#### **PROJECT 15**

Lead the overhaul of BTE's software application. Defined and simplified the experience, ensuring ease of use for novice users, while allowing power users full functionality. Tasks included user surveys, information architecture, interaction guidelines, wireframing, prototyping, art direction & more.

#### **MJAG**

Created prototype for the MJAG mobile application. Tasks included interaction guidelines, wireframing, and prototyping.

### **U GOVERN** *PRODUCT DESIGNER*

Summer 2016 - Summer 2017 | Baltimore, MD

Designed branding & web/ mobile interactive experience for a startup focused on improving citizen involvement in local politics.

### **SPARTAN CRAFT DISTRIBUTION** *FREELANCE*

July 2017 - August 2017 | Baltimore, MD

Brand creation for a young company focused on improving distribution for local craft breweries.

### **FREELANCE DESIGNER**

2012 - 2016 | Baltimore, MD

Worked with various small companies to handle freelance graphic design requests, consisting mostly of logo/branding projects and print design work.

## SKILLS

### **PRODUCT DESIGN**

- ~ Interaction & User Interface Design
- ~ Mobile Design
- ~ Prototyping (Sketch, InVision)
- ~ User Experience (Wire framing, User Flows & a bit of User Research)
- ~ Design & Brand Identity
- ~ Industrial Design

### **DIGITAL DESIGN**

- Photoshop, ●●●●●●
- Illustrator, ●●●●●●
- InDesign, ●●●●●●
- Premiere Pro ●●●●●●

- Good Listener
- Critical Thinker
- Self Directed/Guided

I build delightful products with a human-centered design approach.

## EDUCATION

### **SALISBURY UNIVERSITY, SALISBURY MD**

- Bachelor of Fine Arts:
- Concentration in Graphic Design
- Minor: Business Management and Marketing