

Mike Lown

UX + Interaction Designer

I am a UX Designer based in Toronto, Canada. A self-driven storyteller, I'm an advocate for the productive exchange of ideas, informing best design decisions by leveraging data and ensuring accessibility across established and emerging technologies.

EDUCATION



General Assembly

UX Design Immersive

Toronto 2021

- Full-time immersive student focused on UX design principles, applying core techniques and team collaboration to multiple projects over 12 weeks. Developed a user-centred approach that utilized research, content strategy, wireframing, prototyping, and usability testing.

SKILLS

Toolkit:

Figma
Sketch
InVision
Whimsical
Adobe Creative Suite
Adobe XD
KeyNote
ZenDesk

Design:

Storytelling
Sketching
Wireframing
User Personas
Useability Testing
UX Copywriting
Prototyping
Information Architecture
Responsive Web Design
UI Design
Affinity Mapping

Human:

Written Communication
Project Coordination
Event Management
Stock Management
Customer Outreach
Live Support
Visual Merchandising
Training Delivery

RELEVANT EXPERIENCE

Apple Podcasts iOS App

- Spec Project, part of General Assembly's UX Design immersive.
- Enhancing the listening experience for Apple's native podcast app listeners with frictionless discovery, subscription and download options, ensuring prioritized features align with brand design conventions.

GA 2021 'Collabathon' Hackathon sprint - Pack'd

- 'Collabathon', part of General Assembly's UX Design immersive. Worked with students from General Assembly's Software Engineering Immersive to deliver a design pitch for Vacation 'Packing Pal' app, **Pack'd** - utilizing a Log-In Screen (with username & password), accessible database and CRUD (Create, Read, Update, and Delete) interactions.

COMM Lead UX Content Design Hackathon

- UX Designer/UX Writing with **Dryfter** - offering their online community of digital nomads a network of properties specifically designed for remote working.

CURRENT WORK:

Brewer

Amsterdam Brewery 2022 (Current)

- Brewing high quality beer while operating brewing, filtration and cleaning equipment
- Cellar operations in strict accordance to internal SOPs (standard operating procedures), maintain work area to GMP (Good Manufacturing Practices) cleaning standards.
- Maintain accurate written documentation of brewing batches, filtration runs and cleaning logs including ingredient traceability
- Quality control and quality assurance testing on raw materials and beer through routine specification checks and taste panels