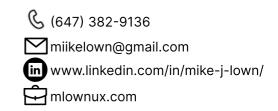
Mike Lown

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.

TOOLS:

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 Project Management

HACKATHONS:

COMM Lead UX Content Design Hackathon 2021 **UX** Designer

EDUCATION:

General Assembly

UX Design Immersive

Toronto 2021

Full-time immersive, focused on UX design principles, applying core techniques and team collaboration to multiple projects. including Apple's iOS Podcast App, LCBO's e-Commerce site, and a 2-day 'Collabathon' sprint with General Assembly Software Engineering students.

PROJECTS:

Apple iOS Podcast App

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

Pack'd

· Vacation 'Packing Pal' app, designed and developed as part of General Assembly 2021 'Collabathon' sprint.

WORK EXPERIENCE:

Packaging Operator Brunswick Bierworks 2021 (Current)

Sales + Rental Associate, Drums

Long + McQuade 2019 - 2021

• Department management; visual merchandising and inventory maintenance of all Drum product at the Danforth Store.

Customer Care Team, European Specialist

League Inc. 2017 - 2019

- Review and process claims both medical and lifestyle in strict accordance to CRA ruling.
- Work with the product teams to establish and assist in product improvements and troubleshooting of reported issues with the League App.

Guest Services Coordinator

Cineplex Entertainment 2016 - 2017

- Respond to incoming calls, emails, live chats and letters from guests, relating to their concerns, suggestions or inquiries.
- File investigations of theatre concerns with theatre management and regional management.