

MICHAEL FAZIO

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ABOUT ME

Graphic designer specializing in UI Design. Adept at designing innovative web and app interfaces, memorable logos, and eye-catching icons—as well as developing aesthetically pleasing product branding guidelines.

TOOLS & SKILLS

Figma | Sketch | JavaScript | CSS | Photoshop | Illustrator | InDesign | Premiere | Style Guides
User Research | User Flows | User Personas | Wireframing | Mockups | Prototyping

WORK

UI/UX Designer Freelance | Port Coquitlam, British Columbia | 03/2022 - Current

- Incorporated client input to develop personalized solutions that prioritized a user-centered perspective.
- Conducted user research and testing to optimize user experience, advocating for evidence-backed insights.
- Used Figma, Sketch, Photoshop, Illustrator, and InDesign to align visual designs with user research findings for design projects.
- Designed and developed user interfaces to enhance user experiences across diverse web and mobile applications.

Digital Marketing Coordinator | Pibbs Industries - Flushing, NY | 10/2017 - 12/2021

- Supported the execution of digital marketing campaigns, including social media posts, email newsletters, and online advertisements.
- Helped with the creation and scheduling of email marketing campaigns, including list management and performance tracking.
- Developed content for various digital platforms, including blog posts, social media updates, and website content, to engage audiences and maintain brand presence.
- Worked closely with other team members to coordinate digital marketing activities and ensure consistency in messaging and branding.

EDUCATION & TRAINING

UI/UX Certificate | Careerfoundry | 02/2022 - 07/2024

Project #1: BOOMBOX

Tools Used: Sketch, Photoshop

Designed a music streaming app by creating user flows, developing user personas, and applying the 5Ws.

View Project: <https://bit.ly/4dkLLiO>

Project #3: FitMate

Tools Used: Figma, Illustrator

Designed both a fitness app for both Android and iOS platforms—strictly following their respective guidelines.

View Project: <https://bit.ly/3YNwYJb>

View Project: <https://bit.ly/4dCNyza>

Project #2: Cucina

Tools Used: Sketch, Photoshop

Created a web responsive recipe app to enhance user experience in discovering and saving recipes.

View Project: <https://bit.ly/3X08nzf>

Project #2: Solára

Tools Used: Figma, Photoshop

Developed an online clothing store app by adhering to specific branding guidelines for rules writing, image, and element styles.

View Style Guide: <https://bit.ly/3YFCUDO>

View Project: <https://bit.ly/4dkMb8U>