Summary:

As a user experience and user interface designer, I have 6+ years experience working in e-commerce and providing digital experiences. I have a diverse technical skill set, and am also very passionate about my work. Some of my experience includes the creation of websites and web apps from the ground up, including designing the interface and UX via use of user flows, wireframes, and working prototypes; leading and maintaining the development of the user interface; and presenting the final product to internal partners and external users. I am also well versed in creating, mainting, and improving brand identities, as well as developing style guides and ensuring adherance through. I am an expert in the Adobe Suite and very well versed in multiple prototyping and wireframing tools. Thank you for your consideration!

Experience | Background:

Prep Sportswear
Web Designer / UI Developer - Development Team. 5/2016 - 4/2017
- In charge of developing and maintaining the UI of legacy and new platforms during redesign and re-platforming of company website.
- Designed and buildt new web apps to assist internal users and production team members.
- Worked with Design Team to create the user interface of new websites and platforms; built functional prototypes from mock-ups.
- Designed, developed, and maintained the style guide and brand identity for the new websites in coordination with Design Team.

Graphic / UX Designer - Marketing/Content Team. 6/2010 - 5/2016
- Designed and developed marketing/web assets (splash pages, banners, tiles, etc.) for strategic iniatives and partnerships. Worked directly with external stakeholders in some cases.
- Designed and developed all email templates to hand-off to email marketing manager (marketing & transactional). Created campaigns and specific targeting strategies.
- Worked with Creative Director, VP of Marketing, and dev team to create and implement merchandising system. Designed and created information architecture for adding and leveraging new and existing products and designs for promotional/business purposes.
- Designed and redesigned user processes and internal tools to improve workflows and capabilities of internal users on design, marketing and production teams. Created, defined, and improved documentation and organization of site content, and processes for internal tools.
- Provided designs and strategic insight for marketing campaigns including seasonal, promotional, geocaching, and other targeted initiatives.

MicahPCreative
Freelance Design. 2009 - Current
- Worked on illustration, print and web design projects.
- Notable clients include Brown Forman - Greenhouse Agency (Jack Daniel's), Sweet Meeting, Lake Forest Park Municipal Court, and Slugger's Sports Bars.

Education:

University of Redlands   BA Studio Art - Graphic Design with honors. 3.6 GPA - 2009.
BA Business Administration. 3.2 GPA - 2009.
Garfield High School   Graduate with honors. 3.7 GPA - 2004.

Certifications:

Bloc   UX Designer Track - (8/2017 - Current)

Team Treehouse   C# / ASP .NET MVC - 2016
HTML/CSS Frameworks (Bootstrap / SASS) - 2016
Front-end Development (HTML/CSS/Javascript) - 2015
Responsive HTML5/CSS3 - 2015

School of Visual Concepts   Responsive Email Development - 2015
Web Design and Wireframing - 2009

Technical Competencies:

User Experience   Software / Tools (AdobeXD, Sketch, Balsamiq, Invision)
User flows / Personas / Storyboarding
Research/Surveys/Interviews/Data analysis
Rapid prototyping
UX and Market Strategy

Development   HTML5 / CSS3
Javascript / JQuery / Knockout / SASS
C# / Razor /MVC / ASP.net
SQL
Bootstrap
Email development / Responsys / Litmus
SEO current practices

Graphic Design   Photoshop / Image optimization
Illustrator
Font creation / Editing
Video production
Color management
Pen and paper

Other   JIRA / Agile project management / Git
Market Research / Strategy