Profile

Designer and thinker with a knack for strategy problem solving. My background includes designing and building user experiences, web and mobile products, websites, branding, and marketing. My goal is to elevate and build products and experiences that users will find value in, while effectively branding and building those products for success and repeated use. I work and design for efficiency to make innovation and iterations a quicker and easier progression.

Projects

MicahPCreative
Freelance Designer > 2009 - Current
- Designed and built websites and experiences for private business and startups.
- Designed branding packages and built brand identities.
- Design marketing and email campaigns.

Prep Sportswear
UX Designer / UI Developer > May 2016 - April 2017
- Lead UI developer for new websites (HTML/CCS/JS). Worked with design team on wireframes, user flows, personas, information architecture, prototypes, color maps, etc. Agile/Git workflows used for project.
- Designed and built new web apps to assist internal users and production team members.
- Served as content architecture consultant for data engineers, building schemas for back end of websites.
- Designed and maintained the global atomic/modular style guide and brand identity for the new websites.

Work Experience

Prep Sportswear
Graphic / UX Designer > December 2012 - May 2016
- Built internal tools to improve workflows and capabilities of internal users on design and manufacturing teams through user research, wireframes, flows, IA, and prototypes. Built and implemented with engineering team.
- Designed, developed marketing strategies and content assets for strategic initiatives and partnerships. Created user-flow diagrams, mockups, prototypes, etc.. Worked directly with external stakeholders in some cases.
- Designed and developed all email templates. Created campaign flows and direct targeting strategies. Created responsive templates for mobile-first approach. Built processes for improved integration with social platforms.
- Helped design and launch new merchandising system. Created information architecture for adding and leveraging new and existing products and designs for promotional/business purposes.

Prep Sportswear
Production Designer / Jr. Graphic Designer > June 2010 - December 2012
- Designed templates and one-off designs for apparel. Created bulk assets from templates. Oversaw all bulk asset creation, managing both internal and overseas designers.
- Managed all apparel design files. Created folder structures and conventions for improved architecture. Managed and fixed or assigned-out all design errors pushed up from manufacturing.
- Created graphics and illustrations for specialty design sets. Lead designer in R&D of new device-skin and vinyl-wrap product offerings. Created schematics, templates, and designs. Tested materials for functionality.

Law Offices of Helene Ellenbogen
Process Server / Administrative Assistant > May 2009 - June 2010
- Served legal process in King, Snohomish, and Pierce Counties.
- Delivered legal documents to courthouses, clients, and opposing parties.
- Reorganized and sorted current client files. Found and disposed of expired documents and records.

Prep Sportswear

Production Specialist **>** *December 2009 - June 2010*
- Operated Heat Press for apparel application.
- Worked with vinyl cutters, large format cutters, and large format printers.

University of Redlands

Design Tutor / Print Studio Assistant **>** *September 2008 - May 2009*
- Tutored undergraduate students in design software, principals, and design concepts.
- Worked as studio assistant in Letterpress and Printmaking classes. Organized letters/glyphs in type cases. Worked ink for use, and recycled wasted material. Cleaned and organized studio.

Education

University of Redlands

BA 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.

Training

Bloc

Design Track (UX/UI/Front-End Development) **>** 2017 - 2018

Team Treehouse

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

School of Visual Concepts

Responsive Email Development **>** 2015
Web Design and Wireframing **>** 2009

Technical   (★**Bold:** Expert Skills)

Software / Tools:
★**Adobe XD**, ★**Illustrator**, ★**Photoshop**, Figma, UXPin, ★**Sketch**, Axure, ★**Balsamiq**, ★**Google Draw**, ★**Invision**.

Languages
★**HTML5**, ★**CSS3**, Javascript, Jquery, ★**Bootstrap**, Git, MVC/Razor syntax.

Research
★**Google Forms**, ★**UserTesting**, OptimalSort, UsabilityHub.