UX DESIGNER

MIKE DENTON

I'm a user experience designer with over 7 years experience designing online apps and websites for companies such as Xero and Mitsubishi Electric.

I've led the design of financial software and marketing websites. I love working closely with customers and software teams to understand peoples' needs, explore solutions, and deliver better experiences.

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EXPERIENCE

Xero • Senior Product Designer *4 Years, 2013–17*

Xero create online accounting software that over 1 million businesses rely on. At Xero I led the redesign of Xero's financial reporting tools. I worked closely with agile software teams to help them learn more about their customers, explore design solutions, and build a quality product.

- Led the redesign of Xero's financial reporting tools.
- Conducted foundation research into how customers track their finances.
- Designed an online editor for accountants producing financial documents.
- Designed tools to automatically file sales tax and other forms online.

Xero • Marketing Designer *1 Year, 2012–13*

As a marketing designer I helped attract new customers to Xero. I made improvements to the marketing website and created promotional material.

- Designed custom landing pages to increase conversion rates.
- Designed a careers section to attract more talent.
- Created online ads and print campaigns.

Mitsubishi Electric • Graphic Designer *1 Year, 2011–12*

At Mitsubishi Electric I led the redesign of their website and created marketing material to promote the brand and it's products.

- Led the redesign of mitsubishi-electric.co.nz
- Produced a industry magazine and various product catalogues.
- Created ads for magazines, billboards and point of sale.

Self-Employed • Web Designer *1 Year, 2010–11*

I designed and built websites for a range of clients including a lawn mowing company, an online legal service, and an outdoor advertising company.

- Meet with clients and managed the design process.
- Designed and built websites using Wordpress, HTML and CSS.

SKILLS

User Research

- Usability Testing
- Customer Interviews
- Data & Analytics

Interaction Design

- User Objectives
- Interface Design
- Content & Structure

Prototyping

- Wireframing
- Visual Mockups
- HTML & CSS

EDUCATION

Master of Design

User Centered Design
Massey University, 2010

Bachelor of Design

Visual Communication
Massey University, 2008