

MIKE CARREON

USER EXPERIENCE DESIGNER

Creative brand strategist transitioning
to user experience design

TOOLS

Sketch
InVision
XD
Illustrator
Premiere Pro
Photoshop
After Effects

RESEARCH

Archetypes/Personas
Empathy Mapping
Journey Mapping
Prototyping
Storyboarding
Usability Testing
Wireframes

COMPETENCIES

Design Research
Experience Design
Branding & Identity
Product Design
Video Production
Video Editing

EDUCATION

Texas A&M University
BA in Communication
Minor in New Media

University of Texas
UX/UI Bootcamp
Certification

USAA

SENIOR EMPLOYER BRAND STRATEGIST

DEC 2016 - PRESENT

Developing USAA's Employee Value Proposition (EVP) and a persona-based Employer Brand in order to facilitate a branded candidate (user) experience that keeps the candidate engaged, informed, and convinced USAA is the employer of choice. My most notable success, to date, has been launching the "Find Your Purpose" campaign that resulted in USAA's most engaged piece of content.

RECRUITMENT MARKETING STRATEGIST

NOV 2013 - DEC 2016

Designed and deployed USAA's social media recruitment strategy across various channels - LinkedIn, Facebook, Twitter and Glassdoor. My most notable success in this position was building an audience of 100K+ that was actively engaged with a \$15k budget in less than a year.

GOTTA START SOMEWHERE

DIRECTOR

OCT 2015 - PRESENT

Writing, producing and directing video productions ranging from commercial campaigns to narrative shorts. I enjoy working with brands from creative concept to storyboarding to strategic activation. My most notable success has been leading a fully-funded crowdfunding campaign that resulted in \$12k from over six hundred individual contributors.

PIXELWORKS

DIGITAL MARKETING MANAGER

JAN 2013 - NOV 2013

Assisted in the creative direction of marketing and editorial activity for several publications and niche market sites. In addition to creative, I was also responsible for generating print and digital media buys. My most notable success was launching fifteen niche sites while meeting monthly development quotas.

MAROON WEEKLY

CREATIVE DIRECTOR

MAY 2012 - JAN 2013

Rebranded multiple publications that included print, web and digital transformations. My most notable success was creating a style guide and design language for a weekly-alt magazine that is still in use today.

ESPN - BRYAN BROADCASTING

PRODUCER

AUG 2009 - MAR 2011

Served as public relations liaison to a various regional shows. My responsibilities included talent booking, social media management, and activating on-air media buys. My most notable success was implementing my first social media strategy.