

MIKE SMITH

USER EXPERIENCE DESIGNER



PORTFOLIO
www.website.com



PHONE
416.905.2890



EMAIL
email@gmail.com

PROFILE

Toronto based UX Designer, driven by the challenge to create simple, intuitive user experiences from conception to development. My background in creative advertising, allows me to understand users emotional needs, and create experiences that delight and engage.

UX SKILLS

User Research
Information Architecture
Wireframing
User Interface Design
Prototyping
User Testing

TECHNICAL SKILLS

Axure RP
InVision
UXPin
Sketch 3
Photoshop
Illustrator
InDesign
HTML5
CSS3
Responsive Design

DESIGN SKILLS

Graphic Design
Visual Design
Art Direction
Conceptual Development
Sketching
Illustration
Branding
Typography

EDUCATION

UX Design

2016

CareerFoundry.com

A 6-month intensive training program for UX Designers, specializing in UX process and methodology, data driven approaches to strategy as well as prototyping, wireframing, and conversion rate optimization. I graduated from the program on September 21, 2016.

With over 400 hours in UX Design study, I built proficiency in a data driven approach to UX Design, describing an Information Architecture and developing user personas, wireframing, prototyping, and testing, including conversion rate optimization and A/B testing. During the course of this program, I built a task management project from scratch, using InVision, UXPin, Sketch 3 and best practices of lean UX design.

Creative Advertising (Master of Arts)

2007 - 2008

University College *England*

Illustration (Bachelor of Applied Arts)

2003 - 2007

College *Ontario, Canada*

EXPERIENCE

Graphic Designer

2013 - Present

Freelance/Contract *Ontario, Canada*

Work with a variety of clients both remote and in-house roles. Conceptualise and design digital and traditional marketing material including: websites, digital signage, branding, advertising and marketing communications.

Communicate with stakeholders to ensure business objectives are met.

Art Director

2009 - 2013

Internships and Freelance/Contract roles *London, England*

Worked with Copywriters to conceptualise creative advertising campaigns across multiple media channels. Collaborated with and art directed designers, illustrators and photographers to bring ideas to life.

Advertising agencies worked at include:

VCCP, TBWA/London, DDB London, Saatchi & Saatchi London,

Select clients worked on include:

Sony PlayStation, Nissan, Volkswagen, Lexus, Nivea, Purina, Knorr, Häagen-Dazs, Visa