

MARK PRIMIANO

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Los Angeles, CA 90012

UX DESIGN SKILLS

User-Centered Design.
User Research
Usability Analysis
Personas
Information Architecture
Wireframing
Prototyping
Style Guides
Iconography
HTML/CSS
JavaScript
Git

TOOLS

Figma
Photoshop
Keynote

SOFT SKILLS

Adaptive
Trustworthy
Collaborative
Great Communicator
Creative Problem-Solver

EDUCATION

Certificate in Intro to Frontend Development and UX Design Immersion

CareerFoundry Case Study
JUNE 2021 - MAY 2022

Groundling's Sunday Company, Writer's Lab and Advanced Training

Groundling's Theatre and School
Los Angeles, CA

Bachelor of Architecture

University of Miami
Coral Gables, FL

UX Designer with a background in Acting and Comedy Writing. Authentic, trustworthy connector who finds opportunities for creative problem solving in high-stress situations. Alive to the needs of others and skilled at creating a seamless customer experience.

UX/FRONTEND DEVELOPMENT PROJECTS

Word for Word - Vocabulary Learning App, CareerFoundry Case Study

JUNE 2021 - JULY 2021

- Created a Flashcard Vocabulary App by applying a user-centered design process and a mobile-first approach.
- Conducted user interviews and research to create user personas, user flows and site maps before crafting a detailed prototype and style guide.

Wellnest - Health Hub, CareerFoundry Case Study

JULY 2021 - JANUARY 2022

- Designed a comprehensive wellness app intended to be one stop for all health related needs including access to exercise, diet and mental wellness plans as well as medical information, scheduling and goal setting.
- Completed competitive analyses and user stories through user research and affinity mapping as well as user personas, user journeys, user flows and site maps to create low, mid and high fidelity prototypes. Also, conducted card sorting and usability testing before finalizing a carefully crafted style guide.

EXPERIENCE

LA Philharmonic, Hollywood Bowl - Los Angeles, CA

- ADA Department, Box Office and Customer Service Representative
2013 - PRESENT

Main point of contact for venue ticketing and accessibility services, specializing in assisting patrons with disabilities with venue logistics in a complex 18k seat outdoor venue. Other responsibilities include:

- Troubleshoot accessibility issues between nightly opening of venue and show start, coordinating with ushers to help patrons navigate the complex under tight timelines.
- Field inquiries from accessible patrons, assisting with future show purchases and provide general customer service.
- Send marketing emails to 500 ADA season ticket subscribers; handle collections calls for payments

Actor/Writer/Producer, Various - Los Angeles, CA

PRESENT

Work Includes:

- Groundling's Sunday Company (Member), Talk of the Town (Series Regular), Mark Primiano - Still Trying (Performer, Writer, Producer, Promoter), World of Warcraft (Voiceover Actor), Waiting for Godot (Lead Actor)