

Mark Primiano

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.

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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 sitemaps 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, diets, mental wellness plans as well as medical information, scheduling and goal setting.
- Completed competitive analyses, user stories through user research and affinity mapping as well as user personas, user journeys, user flows and sitemaps to create low, mid and high fidelity prototypes. Also, conducted card sorting and usability testing before finalizing a carefully crafted style guide.

EDUCATION

Certificate in Intro to Frontend Development and UX Design Immersion, Career Foundry — Online

JUNE 2021 - MAY 2022

Groundlings 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 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

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 venue.

- Troubleshoot accessibility issues between nightly opening of venue and show start, coordinating with ushers to help patrons navigate the complex space under tight timelines.
- Field inquiries from accessible patrons, assisting with future show purchases and provide general customer service.
- Assist accessible patrons with navigating the venue, providing a seamless theater-going experience.
- 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