

## LEAD UX/UI DESIGNER

### Executive Profile

Insightful, UX/UI Designer with experience in both Agile and Waterfall environments. Adept at distilling abstract concepts into solid, elegant, defined web and mobile applications. Seeking position with the chance to develop a company's creative direction.

Review of my work can be found on <http://www.krop.com/mikal-ali/>

### Skill Highlights

- Adobe Creative Suite
- Target Process
- HTML/CSS
- Leadership/communication skills
- Product development
- Self-motivated
- User-centered design
- Design, layout and typography
- Wire-framing
- Axure
- Sketch
- Fireworks
- Illustrator
- Small business development
- Project management
- Interactive prototypes
- Heuristic evaluation
- Style-Guide Creation

### Professional Experience

Lead UX/UI Designer Sep 2014 to Jun 2016

Capital One 1/4 Bruington, VA

- Lead UX/UI designer at Diligent an industry leader in secure document management software.
- Primary role included lead for two web applications
- Diligent's Client Provisioning Portal and Client Management Portal.
- The provisioning web application portal is used by Diligent's account managers to set up new clients. My tasks were to successfully design set up client companies with unique settings, permissions and bulk licensing procurement.
- The Client Application Portal is designed to be used by the client company's administrators to manage users. The app featured, bulk and singular user on-boarding, license management and consumption, locking and resetting users, auditing and login methods for both local and active directory users.
- I work in an Agile work environment with two week sprint cycles
- Manage stories via Target Process
- Establish best practice usability and maintained patterns of experience and brand
- Daily Collaboration with Designers, Scrum Master, BA, DEV, QA and PO across two products.
- Accountable for maintaining brand - via click through comps and style-guides
- Recently working on mobile IOS conversions
- Initiated weekly sketch and collaboration sessions with team to better understand and incorporate a variety of perspectives on flows and task completion.
- Consistently adhered to all sprint delivery schedules and deadlines.
- Features and Site Prototypes were created using Axure, XD, Photoshop and or Illustrator.
- Axure used for navigation prototype click throughs and flow charts.

Senior UX/UI Designer May 2014 to Sep 2014

Unity Technologies 1/4 Salt Lake City, UT

- The objective at LPL was to redesign many antiquated stock brokerage software.
- Extensive research and collaboration with product experts for the redesign of an application that connects brokers and SCC compliance with the ability to communicate with clients online.

Senior UX/UI Designer Sep 2012 to May 2014

Unity Technologies 1/4 San Francisco, CA

- Redesigned General Motors Protection Plan (GMPP) website, that generally compared coverage plans.
- GMPP insurance protects approximately 1.6 million clients throughout the United States.
- Primary role includes visual - interactive design design and associated rules and implementation of site-wide styles and functionality according to brand and business requirements.
- Senior UX/UI Designer for Ally's new insurance lines of business which included QPS, BCD, Reinsurance, OSS and Claims website application, responsible for interactive sketch sessions, final design assets and ensuring that overall design efforts meet Ally's BDG forward brand standards.
- Collaboration and information gathering with business owners across multiple LOBs as well as collaborating via sketch with assigned Information Architect (IAs).
- Leverage existing assets to build the user experience (UX) and create interactive user interfaces (UI).
- Style Guide inclusion and updates for both web and tablet styles.
- Create a hybrid Ally style for insurance products.
- Create reports and pattern identifiers for responsive site redesign for transition from desktop to tablet and phone experience.
- Internal application re-branding.

- Redesign iterations of Auto Home Page Usability lab testing.
- Concept sketching, wire-frames and prototyping.
- Design Ally's first Auto Dealer Tablet Application that allows F&I managers to sell Vehicle Service Contract (VSC) products.
- The application also serves to streamline the Quote Print Submit objectives for every vehicle service contract purchased via auto dealers.
- Mobile iconography.
- Truncate a 250 page BRD and condensed it into an easy to read format with an info graphic, which allowed new and existing team members to effectively get up to speed on stages of a complex process.
- Features and Site Prototypes were created using Axure, Sketch and or Illustrator.
- Axure used for producing clay models of navigation based on BRD's.

Owner/Executive Director Jul 1999 to Jul 2012

Situation Interactive 1/4 New York , NY

- As creative director, worked with both designers and coders insuring our own in-house quality standards and client satisfaction throughout the process; UX/UI Consulting and application, Logo/Brand Design, Interactive website development, Banner Creation, Social Media Integration, etc.
- Designed new and redesigned existing 2.0 applications and website marketing portals.
- Involved in search engine optimization and creative end to end business solutions.
- Gathered requirements from stakeholders to establish overall site objectives and special functionality.
- Analyzed business and user needs, translated requirements into a user centered design strategy, and presented high fidelity comps for client approval.
- Created wireframes, prototypes, screen mockups, and user interface (UI) design that effectively integrated customer and business needs, and bolstered customer experience.
- Managed projects (full lifecycle) to drive creative direction; working with designers and coders to ensure in-house quality standards, products were integrated with social media, and client satisfaction throughout the process.
- Created, conceptualized, and communicated project objectives to clients and design staff.
- Hands-on usability testing.

Interactive Designer/Consultant Jul 1998 to Jul 1999

Situation Interactive 1/4 New York , NY

- Designed and built an in-house multimedia/interactive website design portal for internal small business units.
- Analyzed existing software to ensure new design was aligned with standards.
- Designed and developed interactive ads and user interfaces (UI) for maximum impact on pending business ventures and IBM internal small business units.
- Small focus group testing.
- HTML, Tables, Adobe Fireworks.
- Trained a team of 4 to maintain multimedia banner ads.

Creative Director Jan 1996 to Aug 1998

The Sauce 1/4 City , STATE

- As Creative Director, hands-on interactive design, brand and usability of web sites for Flyinthesoup and The Sauce.
- Gathered requirements from stakeholders, analyzed business and user needs, and translated requirements into a user centered design.
- Created and supported user experience (UX) screens.
- The Sauce worked to get to restaurateurs to use palm pilots to take orders in place of traditional pencil/pad.
- Flyinthesoup: designed highly interactive user interface (UI), user experience UX), and branding for this website portal where restaurant service workers could upload resumes and discuss the industry in a general forum.
- The portal provided The Sauce's clients access to the uploaded resumes and connected them with potential new employees.
- Conducted UX / usability tests and managed in-house programmers and DBA to build out the backend.

Creative Director Jan 1993 to Jan 1996

Sidestreet Greetings 1/4 City , STATE

- Created and co-founded Sidestreet Greetings, a high quality line for an international niche market.
- Created over 30 Christmas card box sets as well as over 70 every day cards.
- Featured in Inc.
- Magazine, Entrepreneur Magazine, Biz Magazine and many others for capturing a niche and the quality of the line.
- Commissioned by Hallmark Cards Inc.
- to license a Valentine's Day line which included over 80 designs, branded with Sidestreet Greetings.
- Created a Property line named SisterSista and licensed to Sunrise Greeting later founded InterArt, that featured 30 everyday humor cards.
- InterArt was later purchased by Hallmark Cards.
- Created a line SisterSista that was purchased by InterArt as an everyday card line.
- InterArt was subsequently purchased by Hallmark Cards.
- Licensed designs to Milar Balloon Company for Holiday brands.
- Brand Creation.
- Business operations and strategy planning.

- Focus Group testing.
- Creative Direction.
- Product line Creation.
- Product Management.

Designer 3 / Illustrator May 1983 to Jan 1993  
Hallmark Cards i¼ City , STATE

- Created illustrations for posters, pop, scratcher tickets, spot illustrations, story-boarding, commercial concepts and presentations for a variety of major restaurant, retail, and state government clients, including: Sonics, Blockbuster, Sprint, McDonald's, Einstein Brothers, Missouri Lottery, and State Travel Government.

#### Core Accomplishments

*Board Member:* <http://www.aiga.org/>

- On the Board of Directors of AIGA "Charlotte" Chapter as Web Director.

#### *Project Owner:*

- Initiated GrandPrizeCentral which resulted in a Major redesign campaign, and application around "Punch The Monkey" The Internet's first hyper successful banner ad campaign .Â The online game portal featured played games for prizes and cash.

#### *Project Owner:*

- Launched and managed the building of HostPaks an online application that builtÂ HTML websites with no skill requirements. Oversaw the application across many development teams around the world across multiple disciplines.

#### Education

Associates Degree Colorado Institute of Art i¼ City , State

In Progress , Advertising Design Communication Media Denver University i¼ City , State Advertising Design Communication Media

In progress , English, Advertising Kansas University i¼ City , State , US

#### Skills

Adobe, ads, branding, Business operations, business solutions, Concept, Consulting, Creative Direction, Creative Director, Entrepreneur, Fireworks, Graphic, UX, HTML, interactive design, lab testing, Logo, marketing, multimedia, Page, pencil, posters, presentations, Product Management, prototyping, quality, search engine optimization, sketching, strategy, strategy planning, phone, usability testing, user interface, user interface (UI) design, website design, website development, website, web sites, advanced problem-solving