

Michael Joel De Leon

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PROFESSIONAL SUMMARY

Product Designer experienced in developing user-centered designs and collaborating with cross-functional teams. Skilled in creating design systems, prototyping, and using Figma to produce intuitive solutions that meet user needs. Focused on continuous improvement and ensuring accessibility across all digital touchpoints.

SKILLS

Expertise: Systems Analysis, Project Management, System Troubleshooting, Problem Solving, Data Analytics

Programming Languages: HTML, CSS, PHP, JavaScript, SQL, Python, Java

Tools & Technologies: Figma, Sketch, Miro, WordPress, GitHub, Accessibility Best Practices, Agile Methodologies

PROFESSIONAL EXPERIENCE

Cambio Labs

Astoria, NY

UX Designer - Remote Contract

Oct 2023 - Feb 2024

- Led design sprints to create a custom UI system from scratch, improving design processes and boosting user engagement.
- Developed and maintained shared UI components for design consistency across platforms, improving design system efficiency.
- Collaborated with cross-functional teams to integrate new features and streamline the design process.
- Delivered system enhancements and updates in line with Agile methodologies, aligning with project milestones and company goals.

The Social Interaction Lab

Newark, NJ

UX/UI Consultant - Apprenticeship

Jan 2023 - Aug 2023

- Spearheaded design sprints to create a custom UI system, resulting in enhanced user interaction and experience.
- Launched an Instagram filter, gaining over 5,000 impressions in its first week and increasing brand engagement by 30%.
- Designed and optimized AR-based solutions to improve responsiveness and overall user satisfaction.

New Jersey Orators

Bridgewater, NJ

Frontend Designer- Internship

Jun 2022 - Aug 2022

- Optimized WordPress UI elements and developed consistent design components, resulting in a 40% increase in page views.
- Boosted organic search traffic by 20% through strategic SEO implementations and improved site navigation.

Code Ninjas

Edison, NJ

Coding Instructor - Internship

Dec 2019 - Apr 2020

- Taught programming concepts to students (ages 7-14) using Scratch and JavaScript, fostering interest in technology.
- Improved lesson delivery by aligning curriculum with creative projects and enhancing instructional materials.

PROJECTS

Coinnect - A social finance app designed to help users (ages 18+) to understand financial literacy

- Led a team to create wireframes and prototypes in Figma to enhance the user experience and guide UX/UI decisions.
- Developed user personas based on market research to ensure designs meet user needs and expectations.

EDUCATION

New Jersey Institute of Technology

Newark, NJ

B.S in Information Technology | Web Applications Specialization | Cum Laude | GPA: 3.56

Middlesex County College

Edison, NJ

A.A.S. in Computer and Information Systems | Cum Laude | GPA: 3.44