

# Michael Joel De Leon

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## PROFESSIONAL SUMMARY

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UX/UI Designer experienced over 3 years in developing user-centered designs and collaborating with cross-functional teams. Skilled in wireframing, prototyping, and using Figma to produce intuitive solutions that meet user needs. Focused on continuous improvement and ensuring accessibility across all digital touchpoints.

## EDUCATION

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### New Jersey Institute of Technology

Newark, NJ

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

**Relevant Courses:** *Mobile Applications: Design, Interface, Implementation, Discovering User Needs for UX, Managing Technology and Innovation, Designing the User Experience, Technology and Human Values, Information Design Techniques, Foundations of Cyberpsychology*

### Middlesex County College

Edison, NJ

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

## PROFESSIONAL EXPERIENCE

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### 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 by 15%.
- Validated and 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

- Conducted usability testing and iterative validation during design sprints to refine a custom UI system.
- 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.
- Tracked and validated SEO improvements, driving a 20% increase in organic search traffic.

### Code Ninjas

Edison, NJ

Coding Instructor - Internship

Dec 2019 - Apr 2020

- Taught coding concepts to students (ages 7-14) using Scratch and JavaScript, fostering interest in technology.

## PROJECTS

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**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.

## SKILLS

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**Expertise:** User Research, Wireframing, Prototyping, Usability Testing, User-Centered Design, Validation, QA Testing

**Programming Languages:** HTML, CSS, PHP, JavaScript, React, Tailwind CSS, Next.js

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