

Mikaela Tavernese

SENIOR PRODUCT DESIGNER

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WORK EXPERIENCE

A+E Networks, New York, NY

SENIOR PRODUCT DESIGNER / MAY 2017 - PRESENT

- Lead design team on TV Everywhere Apps, across A+E's four network brands. Platforms include: Android, iOS, TVOS, ROKU, Fire TV and Android TV.
- Lead design team in designing and implementing a shared visual design language across all apps, brands and platforms.
- Conceptualize and design new features with a user-centered approach.
- Assist and collaborate on user testing and user research.
- Work with development team to ensure all user facing apps are up to the quality and standards we expect.

PRODUCT DESIGNER / NOVEMBER 2014 - MAY 2017

- Conceptualized and designed new features for existing iOS, Android and ROKU TV Everywhere Apps.
- Designed the visual experience, and aided the implementation of A+E's first subscription video on demand products. Platforms included: iOS and ROKU app.
- Conceptualized and designed user experience and visual language for relaunch of iOS, Android, TVOS and ROKU TV-everywhere apps across four brands.
- Conceptualized and designed the user experience and visual language for the National Women's Soccer League website, Android app and iOS app.

ASSOCIATE DESIGNER / APRIL 2014 - NOVEMBER 2014

- Designed all digital assets needed for web, mobile app and OTT apps across four brands.
- Designed and implemented design workflow geared towards efficiency.
- Reworked and implemented department wide production request workflow.

Creative:MINT, New York, NY

DESIGN ASSOCIATE / OCTOBER 2012 - APRIL 2014

- Conceptualized and designed complete identities for various clients.
- Designed and implemented client websites for desktop and mobile.
- Designed various print materials for clients.
- Conceptualized and designed advertising campaigns for clients.
- Researched, wrote and designed in-house educational materials.

SKILLS

DESIGN:

Sketch, Adobe Creative Suite, Zeplin

PROTOTYPE:

Proto.io, Invision, Marvel

CODE:

HTML, CSS, JQuery

PRODUCTIVITY:

Jira, Agile, Scrum, Trello, Box

EDUCATION

San Diego State University,
San Diego, CA

Bachelor of Fine Arts:
Emphasis in Graphic Design

AUGUST 2008 - MAY 2012

San Diego State School of Art,
Design, and Art History
Scholarship.

Dean's List Spring 2009, Fall 2011,
Spring 2012.