

Mikaela Tavernese

Senior Product Designer with over 6 years of experience, enthusiastic about collaborating with team members to create solutions that meet users' needs and achieve business goals. Hungry for everything design, nature, fiber arts and lunch.

631 835-5749

MIKAELA@TAVERNESE.COM
MIKAELATAVERNESE.GITHUB.IO

WORK EXPERIENCE

GameChanger, New York, NY

A technology company that builds simple and powerful products for youth sports teams and their communities.

SENIOR PRODUCT DESIGNER / MAY 2019 - PRESENT

I currently collaborate with a cross disciplinary team tasked with finding new ways to serve youth coaches.

Currently in the process of:

- Finding product-market fit for new sports features GC will tackle.
- Connecting with coaches to identify their needs.
- Designing experiences that makes coaches jobs easier.
- Designing experiences that help youth athletes connect with their families while bringing in a new revenue stream for GC.

A+E Networks, New York, NY

A global entertainment media company with five distinctive brands: A&E, HISTORY, Lifetime, FYI and Lifetime Movies.

LEAD PRODUCT DESIGNER / DECEMBER 2018 - MAY 2019

While continuing with my responsibilities from my previous role as Senior Product Designer I currently lead multiple teams in creating a unified design system to be used across all A+E digital products.

Currently in the process of:

- Identifying and designing common components for A+E's TV-everywhere and subscription video on demand products across web, iOS, Android, ROKU, Samsung TV, Android TV and TVOS.
- Creating a system that can be easily deployed to and used by all designers across product teams.
- Gathering feedback from designers and developers and making updates.
- Working with engineers to help find a way to build the system that addresses both engineering and design pain points.

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.

SKILLS

DESIGN:

Sketch, Adobe Creative Suite,
Zeplin

PROTOTYPE:

Proto.io, Invision, Marvel

CODE:

HTML, CSS, JQuery

PRODUCTIVITY:

Clubhouse, Jira, Agile, Scrum,
Trello, Box, Dropbox

SENIOR PRODUCT DESIGNER / MAY 2017 - DECEMBER 2018

As the most senior designer I lead a team of talented designers within the product teams working on the apps across A+E's network brands.

Responsibilities included:

- Conceptualizing and designing new features on iOS, Android, ROKU and TVOS with a user-centered approach.
- Working with engineers to bridge the gap from design concept to execution on the new Android TV and Samsung TV experience.
- Centralizing all graphic assets for all A+E brands across all platforms.
- Designing a consistent experience across web and apps across all platforms.

PRODUCT DESIGNER / NOVEMBER 2014 - MAY 2017

While busy working on digital assets for all A+E's network brands I was asked to take on product design for the newly formed mobile apps team.

Responsibilities included:

- Conceptualizing and designing new features for existing iOS, Android and ROKU TV-everywhere Apps.
- Designing the visual experience, and aiding the implementation of A+E's first subscription video on demand product, Lifetime Movie Club, on iOS and ROKU.
- Conceptualizing and designing the user experience and the visual language for relaunch of iOS, Android, TVOS and ROKU TV-everywhere apps across all 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

After deciding to make a switch to digital design I was brought on to the A+E Networks Digital team to design all assets needed for web, mobile and OTT apps across all A+E Networks brands.

Responsibilities included:

- Producing well designed digital assets in a timely and organized matter.
- Designing and implementing design workflow geared towards efficiency.
- Rework and implement department wide production request workflow.

Creative:MINT, New York, NY

A boutique branding and marketing agency specializing in solutions for clients in the financial, hospitality, technology, real estate, and lifestyle sectors.

DESIGN ASSOCIATE / OCTOBER 2012 - APRIL 2014

Before immersing myself in all things digital I briefly pursued a career in branding

and marketing design. It's during this time I learned that I was at my best when designing websites for clients.

Responsibilities included:

- Conceptualizing and designing complete identities for various clients.
- Designing and implementing client websites for desktop and mobile.
- Designing various print materials for clients.
- Conceptualizing and designing advertising campaigns for clients.
- Researching, writing and designing in-house educational materials.