

Mikaela Tavernese

Lead 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.

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WORK EXPERIENCE

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 - PRESENT

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.

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

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:

Jira, Agile, Scrum, Trello, Box

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.