

## PORTFOLIO

<http://www.mtouna.com/>

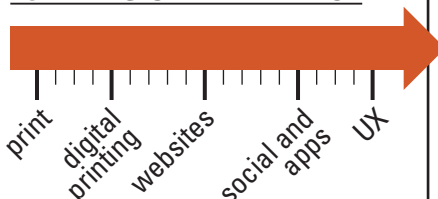
## SKILLS

User Experience Research  
Interviewing  
Wireframing & Sketching  
Prototyping  
User Interface Design  
Interaction Design  
Usability Testing  
Sitemaps  
Competitive Analysis  
Information Architecture  
Heuristic Evaluations  
Design Specifications  
Art Direction  
Persona & Usage Scenarios  
Data Visualization  
Responsive Design

## SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
HTML / CSS  
JavaScript  
Axure  
Omnigraffle  
Sketch  
InVision  
POP  
Marvel  
Hype  
Pixate  
UserTesting.com

## 15 YEARS OF EXPERIENCE



## SUMMARY

I make products usable and beautiful. I'm a hands-on user experience designer, and I'm passionate about problem solving and creativity based on human computer interface development. Driven by working on complex problems, I love creating constructive and innovative user interface solutions. Problem solving is an art, one I welcome enthusiastically.

## PROFESSIONAL EXPERIENCE

### UX Designer | B&H Photo (NY) | June 2015 - Present

Working for one of the largest pro photo e-commerce sites means you problem solve multiple things daily, which is balanced off with long term projects. B&H is well recognized for its professional website and app. I work strongly with the web and mobile team to produce new solutions for better user experience.

### UX Designer | Area 23 / FCB Health (NY) | April 2015 - June 2015

I work closely with the Lead UX Director on all advertising accounts, which included websites and apps for a multitude of clients. Creative, developers, and the UX team worked closely together.

### UX Designer | Further Food (NY) | Jan 2015 - April 2015

Within a UX team, I helped to redesign an existing website, including a new information architecture. We were able to discover the real reasons people were using the site through surveys, interviews and usability testing. My researching and visual skills were a very strong asset to the team. Prototype: <http://nxybix.axshare.com/>

### Digital Director | Fighter Diet, Inc. (NY) | June 2013 - Dec 2014

Set and guide all creative direction for this national fitness program across multiple platforms, including print, digital ads, content, email marketing, social media campaigns and apps. In charge of increasing their digital footprint.

### Creative Director | Robert Kennedy Publishing (Toronto) | Apr 2011 - Jun 2013

Led a 12-person team in setting creative direction for three major magazines. Served on the executive management alongside the CEO and CFO. Future high-level planning and problem solving was my regular activity for the company.

### Senior Art Director | Weider Publications (Los Angeles) | Feb 2006 - Mar 2011

Served as the lead art director for three major fitness magazines, including Muscle & Fitness, Muscle & Fitness Hers and Flex. Managed a six-person design team. Led the company to its very first design award.

## EDUCATION

**General Assembly** | Front End Web Development | Graduated 2015

**General Assembly** | User Experience Design Immersive | Graduated 2014

**University of New Orleans** | BFA in Painting and Design | Graduated 1998

## AWARDS

WPA | Maggie Award for Best Design, Muscle & Fitness | 2010

WPA | Maggie Nominee for Best Design, Muscle & Fitness | 2009