MICHAEL TOUNA

UX/UI Designer and Visual Designer

mtouna@me.com | 310-968-0025 | www.mtouna.com

**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.

**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, HTML Prototyping

**SOFTWARE**

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

**PROFESSIONAL EXPERIENCE**

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

Working for one 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 it’s professional website and app. I work strongly with the web and mobile team to produce new solutions for better user experience.

KEY ACCOMPLISHMENTS:

* Improved how users search for products on the B&H site by revamping the search filters based on a two research and testing project
* Increased awareness of Store Pickup on the site, which lead to a dramatic 300% increase of people choosing Store Pickup instead of Free Shipping
* My revamp of the Help Center caused a 200% more engagement with the feature.

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.

KEY ACCOMPLISHMENTS:

* Rapid wireframing of client sites
* Detail annotation of mockups lead to less changes
* My style of spec documents helped improved turnaround time for developers

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/>

KEY ACCOMPLISHMENTS:

* Help increase retention of users, increasing repeat visits
* Increased Newsletter sign-ups

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.

KEY ACCOMPLISHMENTS:

- Spearheaded all design elements for the launch of the company’s new mainstream brand, Live Life Lean (touched on all components of the brand, including brand identity, website, social media and packaging)

- Designed and launched the company’s very first iPhone and iPad apps

- Developed a successful digital strategy that boosted social reach by over 20%

- Created PR strategies to raise brand awareness, including promotional relationships with the American Music Awards and the nationwide organizers of Rock and Roll Marathons

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.

KEY ACCOMPLISHMENTS:

- Redesigned and rebranded all three publications, achieving increases in sales and advertisers of up to 15% and 10%, respectively

- Introduced a digital strategy for each magazine, including social media campaigns, digital interactive magazines, online videos and apps for mobile, driving 500% growth in Facebook and Twitter audiences

- Relaunched the Musclemag website, doubling traffic; also launched Musclemag’s first app, drawing 10K downloads in its first month

Supervisor: Bill Geiger, Editor-in-Chief, (954) 540-1143, bgeiger1960@gmail.com

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.

KEY ACCOMPLISHMENTS:

- Led the company to its very first design award (a WPA Maggie in 2010)

- Secured celebrities such as 50 Cent, WWFs Jim McMahon, Dwayne “The Rock” Johnson and others for cover shoots

Supervisor: Chris Hobrecker, Creative Director, (661) 755-6437, thescribblefactory@mac.com

**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