MIKE E. BRESNAHAN

UX / UI Designer & Researcher

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Experience

UX Designer, Researcher & UX Team Lead
Flare - mobile app design - June 2023 - Present
- Leading UX team, and working with developers to create a dating app for gamers.
- Interviewed a diverse group of people to ensure product is inclusive & accessible.
- Researching competing apps and features valuable to our target audience.

UX Designer, Researcher & UX Team Lead
navigatEDU - website design - May 2023
- Over 5-day sprint, designed an interactive platform teaching digital literacy skills.
- Worked with developers to implement language translation API

UX Designer, Researcher & Project Manager
Infinite Goods - ecommerce redesign - April - May 2023
- Led user research, scheduling, & communications with stakeholders for a sustainable fashion retailer.
- Developed & proposed design strategy for key web pages to reduce bounces, increase session times, and increase conversion rates.

UX Designer & Researcher
Tripcastr - mobile app concept - March - April 2023
- Conceptualized app for active travelers to prepare & adjust to weather conditions.
- Designed wireflows, conducted usability tests, and iterated on prototype.
- Applied components and standardized UI elements for cohesive design system.

Solo UX Designer, Researcher & Project Manager
Women & Children First - ecommerce concept - March 2023
- Utilized research findings to revamp ecommerce site for a local, indie bookstore.
- Pinpointed areas of high user frustration using interviews and journey mapping.
- Redesigned checkout flow to reduce the number of tasks by up to 50%.

Sales Manager
Dynamism, Inc - 3D printer sales - March 2020 - February 2023
- Trained & mentored sales reps to strategically interact with clients, resulting in 20-30% increase in monthly revenue.
- Collaborated with stakeholders to align sales team on business objectives.
- Assessed customer needs and recommended products to increase customer retention, and reduce tech support complaints.

Education

UX Design Certificate
General Assembly (GA) - May 2023
- Full-time course involving 480+ hours of professional UX training over 12 weeks.
- Learned user-centric design based on research, feedback, and testing.

Bachelor of Fine Arts
School of the Art Institute of Chicago (SAIC) - June 2009
- Named an SAIC Student Leader for 2 consecutive years.
- Invited into the fashion design program by department head, Nick Cave.

Skills

- Interface Design, Interaction Design
- Sketching, Wireframing, Prototyping
- User Research & Synthesis
- Market Research
- Usability Testing & Iterating
- Graphic Design, Illustration, Branding
- Management, Team Leadership
- 3D printing & 3D scanning
- Crafting & Costume Design

Tools

- Figma, Sketch
- Adobe Illustrator, Photoshop, InDesign
- Rhino, Matrix, Fusion 360
- Cura, Stratos, PreForm
- Salesforce, Magento
- Trello, Notion
- Dall-e, ChatGPT
- Google Suite, MS Suite
- PC & Mac OS