

MICHAEL ARAICA

UI / UX | uiBuddy.com

18+ Years

UI/UX DESIGN : USER RESEARCH : USER TESTING : WEB DESIGN : MANAGEMENT : iOS :
ANDROID : XBOX 360 : CREATIVE DIRECTOR :

EXPERIENCE

Amadeus Hospitality

USER EXPERIENCE LEAD

Nov '17 - Current

UI / UX Lead in the Miami location to collaborate with the Global Europe UX Team, to uniform UI and UX design across all products. Study customer behavior to enhance the user experience. Collaborate with product owners, CEM and dev teams. As a feature owner, drive initiative to improve usability based on customer feedback and best practices.

Managed (1) designer for Ui design for 3 years for asset export and prototyping. Creating UX Sketch flows for quick design iterations through design cycles.

Direct external development (4) teams (india 9 members, Ukraine 7 members) for UI / UX best practices for development on desktop and mobile experiences.

Sketch App + Adobe Creative Suite + Marvel Cloud Workflow + Zeplin Collaboration + User Testing + CX Research + Axure

AutoNation

SENIOR USER EXPERIENCE DESIGNER

May '17 - Nov '17

Part of the Strategy and UX Design team, under the marketing department. Study customer behavior to enhance the car buying experience. Analyze usability data, gathered from customer interviews using quantitative and qualitative research methods.

Managed a small team of (2) UX Designers to create UX wireframe flows and prototypes for usability testing. Collaborate with external teams for development through the different application touch points (mobile, tablet & desktop).

Sketch App + Adobe Creative Suite + Marvel Cloud Workflow + Zeplin Collaboration + User Testing + CX Research

Matter Global

UI / UX DESIGNER

Jan '17 - April '17

As the lead UI / UX designer my focus is on creating the best user experience for the new guest experience on Carnival Premium level cruise ships. Create UX wireframe flows and prototypes for mobile platform used for guest experience. Collaborate with industry professionals that make up the cruise experience. Collaborate with external teams to bring a cohesive experience through the different application touch points (mobile & cruise ship kiosks).

Principle Micro Interaction Tool + Sketch App + Adobe Creative Suite + Invision Cloud Workflow + Zeplin Collaboration

Issue Based Media (IBM)

LEAD SENIOR UI / UX DESIGNER

NOV '16 - JAN '17

Lead UI / UX designer focused on creating the best user experience for our target audience based on the product goal.

Managed a small group of (3) Jr. Designers to create a strategy for fast design iteration using best practices, to create tools for common civil services. Using UX sketch flows and prototypes for customer facing tools (drivers testing app, drivers license renewal app)

Principle Micro Interaction Tool + Sketch App + Adobe Creative Suite + Invision Cloud Workflow + Responsive Design + Zeplin Collaboration + User Testing + UX Interaction Design

Royal Caribbean

SENIOR UX DESIGNER

MAY '16 - OCT '16

Focus was on improving guest search experience flow to booking sales funnel. Goal was to increase conversion rate of online bookings for cruisers, specifically first time cruisers. Based on business strategy, Worked with a team to ensure best user experience with design iterations to showcase to product owners. Created UX wireframe flows and prototypes for usability testing combined with quantitative and qualitative research methods ran by contractor services.

Principle Micro Interaction Tool + Sketch App + Adobe Creative Suite + Invision Cloud Workflow + Responsive Design + Zeplin Collaboration + User Testing + UX Interaction Design

HBO Latin America

UI / UX ENGINEER

SEP '13 - MAR '16

Based on business strategy, collaborate with a teams to ensure best user experience for mobile, web and Xbox 360 Platform. Sketch and Wireframe user flows and output mid to high fidelity designs and prototyping for interaction design. In house and external usability testing using qualitative methods.

Managed a team of (4) design contractors to oversee UX and Ui design for streaming web applications (HBO GO Latin America & Cinemax).

Axure Prototyping + Principle Micro Interaction Tool + Sketch App + Adobe Creative Suite + Invision Cloud Workflow + Responsive Design + HTML/CSS + Zeplin Collaboration + User Testing

Interval International

IA - INFORMATION ARCHITECT (UX)

APR '13 - SEP '13

Create and conceptualize wireframes for mobile devices. UI / UX design, outline app structures and design for UI elements for app production in Android and Apple devices. Collaboration with marketing group to satisfy business requirements using best user experience practices.

Axure Prototyping + Adobe Creative Suite + Responsive Design

Miami Children's Hospital

SENIOR UI - UX DESIGNER / ART DIRECTION

MAY '12 - APR '13

Create engaging user interface & experience design for mobile iOS and web applications. Mobile technology to deliver up to date information for patients via iphone and android platforms, for TeleHealth initiative. Create mock up and prototype for patient facing applications for in house services (order lunch etc). Manage an external design team for gathering design assets and QA testing.

Axure Prototyping + Responsive Design + Adobe Creative Suite

Miami Dade Public Schools

SENIOR WEB DESIGNER / ART DIRECTOR

JUN '05 - MAY '12

Managed a team of (2) Jr Designers to create dynamic engaging experiences on website, portal and district sites. Conceptualize and maintain district website dadeschools & district office sites 300+. SEO, HTML, CSS & UI Design for Sharepoint development for Dade County , 4th Largest School District in the Country,

Prototyping + Responsive Design

EDUCATION

Art Institute of Fort Lauderdale

BACHELOR OF SCIENCE DEGREE / MAGNA CUM LAUDE

2007

International Fine Art College

ASSOCIATE OF ARTS DEGREE

1997