Michael G. Serna

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INTERACTIVE UX/UI DESIGNER & FRONT END DEVELOPER

Top-performing professional credited with 10 years of experience in interactive UI/UX design and development overseeing entire project life cycle including strategy, cutting-edge web and graphic design, architecture, quality assurance testing, and problem-solving while controlling costs and delivering substantial revenue growth in highly competitive business markets. Quick learner, proactive, detail-oriented, and well organized with proven ability to lead and implement feasible timelines and budgets, negotiate deliverables and commitments, and manage multiple priorities while maintaining control of workload to ensure assignments are completed accurately and timely; strong expertise in account management with ability to build and maintain long-term relationships with clients and business peers. Highly motivated and accomplished designer and photographer with strong project management and implementation abilities; resourceful design research/documentation specialist.

AREAS OF EXPERTISE

- Graphic Design
- Web Design/Development
- Interactive Media
- A/B Testing
- Wireframe/Prototyping
- Marketing
- Project Management
- Content Management
- Strategic Planning/Analysis

TECHNICAL SKILLS

DESIGN: Adobe Creative Suite; Omnigraffle; Sketch, Axure; Balsamiq; InVision

WEBSITE DEVELOPMENT: HTML5; CSS3; Javascript; XML; PHP; MySQL; SharePoint 2013; WordPress; Joomla

PRODUCTIVITY: Microsoft Office Suite, Salesforce; SharePoint; GoToMeeting; Adobe Acrobat Pro; Google Analytics; WebTrends

BEST PRACTICES: 508 Compliance; Cross Browser Support; Responsive Web Design; SEO; SEM; QA

PROFESSIONAL EXPERIENCE

UPWORK, LONG BEACH, CA, July 2017-Present
USER EXPERIENCE (UX) DESIGNER
- Established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach for start-up companies at Keypr and MedCircle.
- Increased web and mobile traffic by 15% by strategizing new UX/UI guidelines and branding for the company for MedCircle.
- Helped fund Goally with $1.2 million provided by investors in establishing and designing web presence from the ground up.
- Coordinate meetings with product managers and CEO to discuss functional requirements and designs.
- Direct with management, engineers, designers, and third parties to implement intuitive, seamless product experience across interactive web and mobile platforms.
- Create the full stack of deliverables from storyboards, site maps, user flows, interaction to UI design specifications.
- Provide thought leadership to develop the right product strategy and lead the way to solve problems and come up with solutions that delight users.
- Conduct user research by analyzing metrics and feedback of various user testing of pilot groups and scores.

MOLINA HEALTHCARE, LONG BEACH, CA, May 2013-May 2017
USER INTERFACE (UI) DESIGNER, WEB
- Pioneered the use of A/B testing, facilitating response-rate gains of 25% on banner ads and landing pages.
- Create deliverables, storyboards, wireframes, functional specifications, site maps, user journeys, flows, personas, site audits and document them in business requirement documents.
- Direct with management, engineers, and third parties to implement intuitive, seamless product experience across interactive web and mobile platforms.
- Art direct visual concepts and designs of team projects that include site and application design prior to presenting to key stakeholders and communication departments.

- Develop new and revise existing visual design solutions and produce final assets for desktop and mobile sites with Adobe CC Suite and other publishing software.
- Coordinate and report with business partners, directors, stakeholders, vendors, and IT to gather and define site requirements, recommendations, budgets, timeliness, metrics, and risks.
- Design elegant detailed page-level screen designs, prototypes, design patterns, and design layouts accordingly.
- Brainstorm and define new innovative ideas and applications such as new UI, UX, and social collaboration tools that help advocate, drive and/or improve employee engagement.
- Continuously develop process improvements to increase efficiency and productivity of enterprise applications.
- Prepare technical requirements, including screenshots and writing detailed specifications.
- Interpret and analyze site metrics by using web analytic tools such as Webtrends and Google Analytics.
- Effectively manage, design, develop, upgrade and enhance the digital web intranet presence for healthcare company of over 21,000 employees with publishing hundreds of articles, videos, and social media posts.
- Manage daily tasks related to website management and web related projects using Microsoft SharePoint.

SPRINT PRE-PAID/BOOST MOBILE, IRVINE, CA, Sep 2010-Feb 2013
WEB PRODUCER
- Meet and exceed goals by generating sales and gross adds (new subscribers), and increasing profits (ARPU) on daily basis.
- Managed web design, development, e-commerce and maintenance support to www.boostmobile.com and assist marketing team in strategizing and designing landing pages, interactive web banners, e-mail templates, Facebook and Twitter pages, and related digital media content.
- Capture feedback from stakeholders and revise design concepts and final designs accordingly.
- Developed in programming languages: HTML5, CSS3, XML, PHP and jQuery to create stunning presentable UI and UX.
- Key member in all production phone launches of various BlackBerry, Samsung, HTC and LG Android phone devices.
- Create corporate brand standards and style guides for print and digital fulfillment.

LIVEOFFICE ADVISORSQUARE (NOW SYMANTEC), TORRANCE, CA, Nov 2009-Jun 2010
SENIOR WEB CONSULTANT
- Functioned as project manager, implementation specialist, and web designer for multiple financial corporate websites.
- Developed in languages: HTML4, CSS2, PHP, Javascript and Actionscript to create stunning presentable UI.
- Collaborated with project managers, web designers and site analysts to create process and improve efficiency.
- Re-vamped poorly constructed websites in Adobe Photoshop and Illustrator by providing gorgeous and modernized UI and then programmed to perfection as a website which exemplified client satisfaction and trust while providing excellent customer resulting in customer retention.

GUNN JERKENS MARKETING AND COMMUNICATIONS, LONG BEACH, CA, APR 2007-FEB 2009
WEB DESIGNER
- Oversaw web design, development, and maintenance of interactive websites and other marketing content for construction and marketing agency companies.
- Received comps from partnering marketing agencies and programmed in HTML, CSS, Javascript, PHP and Actionscript.
- Analyzed Google Analytics and tracking codes to generate reports and gather user activity and statistics for marketing initiatives and propose projects to improve conversion rate, multi-channel interactions and brand integrity.
- Shot footage on location for web projects with camcorders, lighting, and green screen.
- Edited and converted video for YouTube for advertising and marketing initiatives for construction websites using Adobe Premiere, After Effects and Audition.

ACHIEVEMENTS

- Served as a web producer on a team that earned multiple J.D. Power and Associates awards for Highest Satisfaction with the Purchase Experience among Non-Contract Wireless Providers and Customer Service multiple times.
- Earned Finest Winner Award by the VP of Solutions Engineering and Wireline of Sprint.

EDUCATION & TRAINING

Certificate, Design Communication Arts, UCLA, Los Angeles, CA, May 2017
MBA, Project Management, Keller Graduate School of Management, Long Beach, CA, Jun 2009
BA, Computer Information Systems, DeVry University, Long Beach, CA, Jun 2005

www.michaelserna23.com