

Michael A. Crane

UX Designer

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I have a broad range of experience creating designs for consumer and enterprise level interfaces. My abilities span multiple platforms, the web, desktop and mobile application design in both iOS and Android platforms.

Objective

I am seeking a position within an organization or design firm in **User Experience (UX)** and/or **Interaction Design (IxD)**. I would like to work together with software or web design firms, communicating application design principles and strategies for ongoing development.

My aim is to create better interfaces and experiences for the user, making the web, application's and technology easier for the user. Simplifying communication barriers by bridging the gap between end-users, designers and developers.

Work Experience

Sr. UX Designer

Nov 2016 - Present

[Williams-Sonoma, Inc.](#)

- Lead designer of Williams-Sonoma's Customer Care Center software
- Led usability study to research direction and strategy for reducing call center phone call durations
- Advise and give direction to several parts of supply chain logistics design decisions
 - **Tools used:** Sketch, OmniGraffle, InVision, Photoshop, Confluence for documentation

Sr. UX / Visual Designer

Oct 2015 - Present

[Moovweb](#)

- Adapting desktop experiences for mobile devices through client requirements, rapid iteration and feedback.
- Mentored junior designers and developers on mobile UX best practices.
 - **Tools used:** Sketch, OmniGraffle, InVision, Zeplin, Photoshop, Illustrator, Confluence for documentation

Freelance UX Designer

Aug 2015 - Oct 2015

[DDB California](#)

- Created promotional game design wireframes and user-flows for freshstep.com.
- Assisted with game mechanics, goal and flow to increase user signup.
 - **Tools used:** Sketch, OmniGraffle

UX Designer

Dec 2014 - Jul 2015

[Remedy Interactive](#)

- Designed Remedy Interactive's Safety Management Software solutions for mobile devices.
- Collaborated with stakeholders and developers to create innovative and robust solutions for safety professionals to conduct audits and inspections.
- Utilized and combined UX practices to target and adapt existing web-based functionality to a task-based, user-friendly mobile system.
- Built prototypes to conduct internal usability testing for qualitative analysis to iterate and rapidly adjust designs based on feedback.
- Contributed to design and implementation of Remedy's web-based applications.
 - **Tools used:** Sketch, OmniGraffle, InVision, Marvel, Zeplin, Confluence for documentation

Freelance UX Designer

Nov 2013 - Present

Freelance

- Personal web related projects and mobile app design
- Designing a CRM application optimized for job seekers

UX Designer

Oct 2011 - Nov 2013

SpiderOak

- **Mobile Application Design**
 - Version 2 of SpiderOak's iOS app - iPhone / iPad
 - Version 2 of SpiderOak's Android app
 - Process and deliverables
 - **Created:** wireframes, hi-fi mockups and prototypes, outlining the user flow and interactions.
 - **Worked with:** iOS, Android and HTML5 developers and product managers. Outlined the process, possible flows and gestures involved per OS.
- **UX Design**
 - Admin Management Console web-app interface to control users' file sharing portals.
 - Web Access file pages interface for viewing and sharing documents for personal and business products.
 - ShareRoom pages interface for viewing and sharing documents for personal and business products.
 - Process and deliverables
 - **Created:** wireframes and hi-fi mockups, outlining the user flow and interactions.
 - **Worked with:** developers and product managers, outlining the process and possible flows a user could take.
- **Application Design**
 - Led the design of the desktop client's OS integration for Mac and Windows allowing users to interact with and control file backup, sharing and syncing from the OS file browser.
 - Process and deliverables
 - **Created:** hi-fi mockups and prototypes, outlining OS user flow differences per OS.
 - **Worked with:** developers and product managers.
- **Graphics**
 - Mac and Windows installer graphics
 - Mac desktop removable drive icon

User Experience Designer

Mar 2011 - Jul 2011

Ark

- Mobile application prototyping, schematics and design
 - Designed the first mockup for Ark's planned mobile app
- Site schematics and design
 - Assisted in designing several pages and web elements for Ark Version 2
 - Designed several conceptual versions of the alternative signup web form
- Mobile site schematics and design
 - Designed the mockup for Ark's planned mobile site including the dashboard, cause page and donation interface
 - Administered Ark's mobile application marketing campaigns through Gowalla and Foursquare
- Quality assurance

Usability Experience Specialist

Oct 2008 - Mar 2011

Visionati

- Translating goals and vision of the company to the end-user
- Communication between end-user recommendations to developers
- New member training in effort to maximize usability for the end-user and mouse tracking
- Recommend appropriate changes based on user feedback

Masters Candidate

2009 - Present

MS - Personnel and Human Resource Development

Jan 2004 - Jan 2007

[Illinois Institute of Technology](#)

Personnel and Human Resource Development (PHRD)

Masters track for I/O Psychology

Master of Product Development Executive Certificate

Jan 2006 - Feb 2006

[Northwestern University](#)

McCormick School of Engineering and Applied Science

BS - Psychology

Jan 1999 - Jan 2003

[University of Colorado at Boulder](#)

- Certificate Technology, Arts, and Media, 2003
- Certificate in Applied Business, Leeds School of Business, 2002
- Student Activities Services Center, Leadership Group Board Member, 1st place, CUBIC Business Feasibility Study Competition

Sketch



Wireframing, prototyping, storyboarding. Lo to Hi-fidelity mockups.

OmniGraffle



Wireframing, prototyping, storyboarding.

HTML



CSS



JavaScript



CRM Systems (Client Side)



Template creation, customization, merge fields, mass mailing campaigns.

Mac OS X



My enjoyment working with the Mac and OS X has motivated me to learn file structures and manipulation, as well as some light programming. I hope to develop my SQL skills as well as develop for the iPhone through OS X.

Adobe CS



Microsoft Windows



Microsoft Office Suite



Specialties

User Experience, Interaction Design, competitive analysis, user research, user surveys, user interviews, persona creation, website and application layout and design, schematics, wireframing, prototyping, task analysis, information architecture.

