

## Mike Estano : UX Design Strategy & Creative Direction

www.ux-me.com : mike.estano@gmail.com : Los Angeles, CA



I'm a user-centric, process oriented collaborator who can see and direct from the highest levels and dive deep into the smallest of details. I'm my best self when I'm able to flex both my analytical and creative sides at once. My combined experiences have allowed me to develop and design products that not only cut costs but increase revenue while increasing product awareness and customer conversion / retention rates. These products have also improved the overall users experience through compelling designs and storytelling across all mobile platforms and on the web.

I'm also proud to say, that in 2014, I cofounded and still host a monthly Meetup called "We'll Talk: UX" that has helped create and nurture a strong and vibrant UX community in the North East Los Angeles area through mentorship and project sharing. It is under the NELAUX umbrella, to which I'm on the board. When I'm not busy working or mentoring others, I'm most likely playing drums, silk screen printing, walking the dogs or watching hockey.

### Experience :

**UNICEF USA** Remote / Los Angeles, CA

Consultant - UX Strategy & Design / IA / Creative Direction : 2/17- Present

- Ground up redesign of the UNICEF Kid Power App
- Designing a strategy for partnership / sponsorship initiatives
- Expansion of the Kid Power Schools program

**RRKidz / Reading Rainbow** Burbank, CA

Creative Director / UX Strategy : 1/15- 1/17

- UX strategist for continuing efforts in the development of all flagship products for web and mobile experiences- *iOS/Kindle/Android*
- Oversaw all creative design and marketing for both consumer and education products, as well as, corporate level branding
- Lead and mentored a lean team of Designers in the production of all creative visual assets, ux deliverable, and digital book building
- Prioritized work and resources across engagements based on short and long-term needs and goals

**RRKidz / Reading Rainbow** Burbank, CA

Consultant - UX Strategy / UX Design / Information Architect : 9/14- 12/14

- Porting of existing iOS app for the web while creating and enhancing both child and parent facing features

**Lab Coat Media** Pasadena, CA

Consultant- UX Strategy / UX Design / Information Architect / Research : 6/14- 10/14

- Creation of user case scenarios to satisfy client vision with work flows resulting in a more simplified website and mobile experience
- Defining functionality, navigation and interfaces through the designed implementation of wireframes, site maps and user flows

**Consultant** Los Angeles, CA

UX Design / UX Strategy / IA / Creative Direction / Interaction and Visual Design : 5/12- 6/14

- Synthesize qualitative and quantitative research to validate decisions for user needs by incorporating strategy and analytics
- Defined functionality, content, navigation, wireframes, site maps, personas, user interfaces, work flows and storyboards
- Strategically helped the company and users to identify and visualize solutions through key performance indicators
- Determined best strategies and solutions for presenting content to potential partners and clients while strengthening existing ones
- Developed interactive and visual style guides including interaction uniformity within and across multiple projects
- Provided research on client's competition based on target audience, company positioning and important interactive features

**The Huck Group** Los Angeles, CA

Experience Architect / Data Visualization / Art Director : 4/06- 4/12

- Design-centric strategist translating data into storyboards and visual maps for end user decision making
- Collaborated with clients to simplify strategies, determine goals, feature requirements and successful metrics
- Maintained clear communication with multidisciplinary members of Creative, Technology and Product Management teams

**Bose Corporation & Thermo Orion** Framingham & Beverly, MA

Sr. Industrial Designer / Information Architect : 94-97 & 97-01

- Led in the conceptualization, implementation and design of products, graphics and user interfaces
- Conducted user/usability tests, evaluated results and provided improvement recommendations- resulting in better end products
- Collaborated with company affiliates in the design of their product lines, branding and marketing strategies
- Collaborated with the Human Factors Division on user interface and information architecture for keypad design and function
- Supervised manufacture and assembly of final products at various factory locations including *Canada, Mexico and Japan*

### Core Competencies :

- **User Experience Design & Strategy**
- **Creative Direction**
- **Thought Leadership**
- **Product Management**
- **Data Driven Design**
- **User & Market Research**
- **Critical Thinking**
- **Agile UX**

### Primary Tools :

Mac / PC  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Pencil and Paper

### Familiar with :

Prototyping tools (*Sketch, etc*)  
Presentation tools (*Keynote, PPT*)  
Coding fundamentals (*HTML, CSS*)

### Employment "gap" of '02-'06 :

Feel free to inquire about it...

### Education :

UCLA Extension  
UX Design Strategy

UCLA Extension  
Business Management

Massachusetts College of Art  
BFA ; Industrial Design