MICHAEL HUBE

UX DESIGNER

michaelhube.design@gmail.com

(214) 738-9568

Plano, TX

PROFILE

I'm a UX designer who loves to dig into what make humans tick. The process of figuring out why we do the things we do and exploring solutions to our everyday problems is what I live for. As a UX and graphic designer I'm a competitive researcher/artist who molds empathy, design, and research into the business world. I battle confusion in all forms. My graphic design background fuels my urge to elevate design with passion and love for collaboration from concept to end product.

EDUCATION

UX DESIGN IMMERSIVE
GENERAL ASSEMBLY|
MAY-2018 - AUG 2018

NEW MEDIA ART
RICHLAND COLLEGE

EXPERIENCE

UI/UX DESIGNER

FREELANCER | AUGUST 2016 - PRESENT

- **Haven Island -** Designed Social Media/Dating application for IOS from the ground up. Research methods included comparative analysis, user interviews, persona creation, customer journey mapping, user flow charts, and usability. I created low to high fidelity wireframes, logos, style guide, site map, and an interactive prototype using Invision.
- **New Touch of Class**- Mobile/desktop website. Utilized web-user metrics to create user flows charts. Content Hierarchy organization. Customer Journey Map and developed Site Map. Utilized user empathy map to measure user emotions. Sketched low fidelity to high fidelity wireframes/comps. Incorporated internal appointment booking system. Created brand logo and style guide. Performed comparative analysis, user interviews, personas, and usability testing after developing mid-high fidelity wireframes.
- **Instagram Redesign Concept** - UX/UI principles- Mobile application: Home (News Feed) & profile page redesign. Performed Comparative analysis and user Interviews. Sketched low fidelity to high fidelity wireframes/comps. Created/changed/relocated icons to be more practical and intuitive. Added aesthetic layout to give more of a photography ambiance (Profile header image & polaroid pictures).
- **Rickey Colbert Productions** - Everything RJay/Movie Production responsive website: Performed Comparative analysis, A-B testing, Usability testing. UX Writing content. Multiple iterations sketched low-mid-high fidelity wireframes/comps. Created customer journey map to measure intuitiveness. Utilized user hot-spot graphs to help with layout. Constant communication with stakeholders
- **SUGg Records -** Responsive website/E-commerce design for startup record label. Opens opportunities for local Dallas artists and merchandise. Created checkout process and organized content.

SKILLS

- Wire framing
- User Research
- Rapid Prototyping
- Sketch
- Agile Environments
- Balsamiq
- Invision
- Adobe Creative Suite
- Team Collaboration
- Layout design
- Usability Testing
- Visual/Graphic Design
- Branding
- English/Spanish

- Customer Journey Mapping
- Sprint Projects
- User Flow
- User Interface
- SWOT Analysis
- Competitive Analysis
- Design Principles
- Icon Design

EXPERIENCE

UI/UX DESIGNER
GENERAL ASSEMBLY | MAY 2018 - AUGUST 2018

- Team Collaboration
- Prototyping/ Wire framing / UI Layout Design
- User Research/ User Testing
- Client-based projects
- Sprint Projects
- Yelp Redesign- User Interviews, Created Persona, User Flow Charts, Site Map. Low to high fidelity wireframes used for usability and A/B testing. Added an itinerary feature to Yelp allowing users to share and plan travel experiences.

- **Healthy Fats Co.**- SWOT (strengths, weaknesses, opportunities, threats) Analysis, Competitive Analysis, customer journey maps/ user empathy maps. Admin & User Flow Charts. Sketched low fidelity to high fidelity wireframes/comps. Performed usability and A/B testing. Created a chooser quiz and landing page to obtain user information and offer a recommended products and discounts.
- **E-Commerce Website Old Bakery & Emporium**-User Interviews, Competitive Analysis. Created primary persona E-commerce Website created checkout system. Organized hundreds of products. Low fidelity to mid fidelity wireframes. Followed Existing Style Guide. Using Content Hierarchy to determine what content can be hidden or rearranged.

GRAPHIC DESIGNER
FREELANCER | NOV 2015 - FEB 2017

- Rickey Colbert Productions-Branding/Logo Design
- Human Hearts Association
- ChefZ Catering - Branding/Logo Design/Social Media Marketing
- Private client projects/Spec projects: Branding/Motion Graphics/Graphic Design/Adobe Creative Suite/communcation with clients and stakeholders