

# Michael Geovanni Uriarte

## CONTACT

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## UX DESIGN UI DESIGN UX RESEARCH

### SUMMARY

UX designer with over 10 years experience in creative service management and education. A keen eye for detail and a passion for making systems usable by user-centered design. Having combined experiences in both employee management and creative application enable clear communication skills, team camaraderie, and innovative solution strategies. Motivated by community and strives to be valuable, serviceable, and effective.

### SKILLS

User Experience Design, User Interface Design, Visual Design, Interaction Design, Heuristic Evaluation, Comparative and Competitive Analysis, User Research, User Testing, Design Testing, Ideation, Synthesis, Information Architecture, Workflow Analysis, Wireframes, Flow Diagrams, Design Language, Design Tool, Design Process, Animation, Prototyping, Mockups, Human Centered Design, Storytelling, Visual Storytelling, Storyboards, Organizational Skills, Product Design, Design Solutions, Design Learnings, Case Studies, Conducting User Interviews, Fluent Spanish (speaking, reading, writing)

### TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Trello, Slack, Zoom, Google Workspace, Keynote, G Suite

### RELEVANT EXPERIENCE

**User Experience Design Fellow** | General Assembly | Remote | Mar 2023 - June 2023

- Home Depot DIY App | Presentation Lead/Designer
  - Served as a designer on a team for the design of an extension for mobile application.
  - Conducted research, ideation, usability testing, iteration.
  - Created and presented a 20 page slide deck.
  - Successfully created a functional, user-friendly experience in a two week sprint.
- thebackyardbirdfeeder.com | Project Manager and Lead Designer
  - Served as the lead designer for the redesign update of a desktop website.
  - Conducted research, affinity mapping, ideation, wireframing usability testing, iteration.
  - Created and presented a 20 page slide deck, and a functional, user-friendly experience.

**Salon Partner/Owner** | PR at Partners Salons | Washington, DC | Jan 2013 - Jan 2023

- Grew a team of stylists by coordinating hands-on education, onboarding, professional development and career development, branding, productivity reviews and mentorship; resulting in an increase in revenue of \$2,500,000.
- Recognized in Washingtonian Magazine as "15 of the Best Hairstylists and Salons in Washington" by readers in 2020.
- Demonstrated exceptional application of client feedback to enhance client journey and create a pipeline of client retention.

**Hair Stylist/Educator** | PR at Partners Salons | Washington, DC | Jan 2010 - Dec 2012

- Won "Best Newcomer" award in a company-wide photographic competition by implementing moodboarding, project management, learning, developing and executing a creative vision.
- Recognized as a "Go-To" stylist in DC Modern Luxury Magazine based on user reviews.
- Worked as the lead educator where I was in charge of mentorship, presentations, leadership, communication, testing, learning, and evaluation.

**Hair Stylist Assistant** | PR at Partners Salons | Washington, DC | Nov 2008 - Jan 2010

- Lead Assistant in charge of scheduling, mentorship, understanding business requirements, and "positive attitude" customer service.

### EDUCATION

**User Experience Design Immersive**

General Assembly | Remote | Mar 2023 - June 2023

**Interior Design**

Istituto Europeo di Design | Barcelona, Spain | Sept 2005 - May 2008

**High School**

Annandale High School | Annandale, VA | High School Diploma