Mike Struck

UX Designer

mikestrux.com

(916) 990 5231

mstruck17@gmail.com

Experience

Freelance UX Designer   February 2020 - Present

- Conducted end-to-end UX/UI design and user research for small business clients as well as conceptual project ideas.

Selected work:

- **Drift Plants (client):** Redesigning the current website for a 'mom and pop' plant store adapting to the COVID-19 pandemic.

- **United Dog (client):** Enriched the content, restructured the IA, and added online scheduling to the business website owned by two of the most sought after dog agility trainers in Pennsylvania.

   Resulted in a major decrease of time spent on administrative tasks by the owners and a 100% reduction in time-on-task for users.

- **Konect (concept):** Envisioned a platform aimed at connecting artists from around the globe and providing a space for mentorship. Placed within the top 15 of 103 total entries for an Adobe Creative Jam.

- **BayCHI (client):** Led user research via surveys, interviews, usability testing, and card sorting to determine why a well-established HCI organization struggled to attract new attendees.

   Synthesized the data into key insights that drove primary design decisions and presented a final package of deliverables to our client.

- **Clipper (concept):** Reimagined a digital version of the current Clipper card. As the sole designer, I conducted research and provided the visual design from low to high fidelity wireframes.

Property Manager   January 2018 - Present
Self-employed

- Manage 17 units of rental properties ranging from homes to apartment buildings.

Marketing Intern   June 2017 - September 2017
SignalFX (acquired by Splunk)

- Assisted the product design team by conducting inquiries with users to determine the pain points of the latest version of the product.
- Helped the company become more involved in the SaaS community and achieved a 20% increase in organic social media followers.

Skills

UX Design

UI Design

UX Writing

Personas

Wireframing

Prototyping

User Research

User Interviewing

Usability Testing

Information Architecture

Web/Desktop Design

Mobile Design

Tools

Figma

Sketch

Adobe XD

InVision

Framer

Zeplin

Education

General Assembly

UX Design Immersive

Winter 2019

San Jose State

Bachelor of Science

Business Marketing

December 2017