MA

MICHAEL ANDERSON
LEAD INTERACTION DESIGNER

CONTACT

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SKILLS

- E-commerce Design
- User Testing
- A/B Testing
- Prototyping
- User Experience
- Analytics

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN, UNIVERSITY OF CALIFORNIA, LOS ANGELES

ACHIEVEMENTS

- Awarded 'Best E-commerce Redesign' at the 2021 UX Design Awards.
- Improved customer satisfaction scores by 25% through design enhancements.
- Increased average order value by 10% through optimized user journeys.

PROFILE

Accomplished Interaction Designer specializing in e-commerce platforms with over 7 years of experience in enhancing user experiences through innovative design solutions. Proficient in translating complex user requirements into visually appealing and functional interfaces that drive conversion rates. Demonstrated ability to leverage analytics and user feedback to inform design strategies, resulting in significant improvements in user satisfaction and sales performance.

EXPERIENCE

LEAD INTERACTION DESIGNER

E-Comm Innovations

2016 - Present

- Redesigned the checkout process, reducing cart abandonment rates by 20%.
- Conducted A/B testing to optimize user flows and enhance overall site usability.
- Collaborated with marketing teams to create promotional landing pages that increased conversion rates by 15%.
- Utilized heat mapping tools to analyze user behavior and inform design decisions.
- Facilitated user interviews to gather insights for ongoing design improvements.
- Presented design strategies to stakeholders, demonstrating alignment with business objectives.

INTERACTION DESIGNER

Web Solutions Corp

2014 - 2016

- Created wireframes and prototypes for a new e-commerce website, leading to a 35% increase in user engagement.
- Worked closely with developers to ensure accurate implementation of design specifications.
- Analyzed user feedback and metrics to iterate on design solutions.
- Participated in agile development sprints, providing design insights to the team.
- Developed design guidelines to maintain consistency across digital platforms.
- Conducted competitor analysis to identify industry trends and inform design strategy.