MICHAEL ANDERSON

LEAD MOBILE UX DEVELOPER

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CONTACT

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- 📍 San Francisco, CA

SKILLS

- E-commerce Design
- User Flows
- Adobe Creative Suite
- Responsive Design
- A/B Testing
- Data Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN WEB DESIGN AND DEVELOPMENT, NEW YORK UNIVERSITY, 2014

ACHIEVEMENTS

- Increased customer loyalty scores by 35% through enhanced UX strategies.
- Received 'Top Innovator' award at Retail Innovations for outstanding contributions.
- Led a project that resulted in a 60% reduction in cart abandonment rates.

PROFILE

Dynamic Mobile UX Developer with a focus on e-commerce applications, bringing over 7 years of experience in enhancing customer experiences through innovative mobile design solutions. Expert in creating responsive layouts and optimizing user flows to drive sales conversions. Proven ability to work closely with product managers and developers to implement effective design strategies that align with business goals.

EXPERIENCE

LEAD MOBILE UX DEVELOPER

ShopSmart Inc.

2016 - Present

- Redesigned the mobile shopping experience, resulting in a 50% increase in conversion rates.
- Managed a team of designers to create cohesive e-commerce mobile applications.
- Developed user personas and scenarios to guide the design process.
- Implemented analytics tools to track user interactions and inform design decisions.
- Presented design concepts to stakeholders, ensuring alignment with business objectives.
- Conducted competitive analysis to identify industry trends and best practices.

MOBILE UX SPECIALIST

Retail Innovations

2014 - 2016

- Designed wireframes and prototypes for new mobile application features.
- Collaborated with marketing teams to ensure brand consistency across platforms.
- Facilitated user testing sessions to validate design effectiveness.
- Worked with developers to troubleshoot and refine application functionality.
- Created style guides to standardize design elements across mobile products.
- Gathered user feedback to prioritize design updates and feature requests.