



Michael ANDERSON

E-COMMERCE UX DESIGNER

Strategic UX Designer with substantial experience in e-commerce and digital marketing. Expertise lies in creating user experiences that drive conversions and enhance customer loyalty. Skilled in leveraging analytics and user research to inform design strategies that align with business objectives. A history of collaborating with marketing and product teams to develop solutions that meet user needs while achieving business goals.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- E-commerce Design
- User Research
- Data Analysis
- Prototyping
- Collaboration
- Conversion Optimization

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN MARKETING,
UNIVERSITY OF MICHIGAN**

ACHIEVEMENTS

- Increased e-commerce sales by 35% through effective redesign of the user interface.
- Successfully led a project that resulted in a 20% improvement in customer retention rates.
- Awarded 'Top Performer' recognition for outstanding contributions to design projects.

WORK EXPERIENCE

E-COMMERCE UX DESIGNER

Retail Solutions Corp.

2020 - 2025

- Designed user interfaces for e-commerce platforms to enhance user engagement and sales.
- Utilized user analytics to identify trends and inform design improvements.
- Collaborated with marketing teams to align design with promotional strategies.
- Conducted A/B testing to validate design changes and measure impact on conversion rates.
- Developed responsive designs that provide a seamless experience across devices.
- Maintained design documentation and style guides for future reference.

UX RESEARCHER

Market Insights LLC

2015 - 2020

- Conducted user interviews and surveys to gather data on user behavior.
- Analyzed research findings to identify user needs and preferences.
- Collaborated with design teams to translate insights into actionable design recommendations.
- Created user personas and journey maps to guide the design process.
- Presented research findings to stakeholders to inform strategic decisions.
- Developed and maintained a repository of user research insights.