



# MICHAEL ANDERSON

## LEAD UX DEVELOPER

### CONTACT

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- San Francisco, CA

### SKILLS

- User-Centered Design
- A/B Testing
- Web Analytics
- Prototyping
- Information Architecture
- Axure

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

#### BACHELOR OF SCIENCE IN COMPUTER SCIENCE

### ACHIEVEMENTS

- Recipient of the 'Innovative Design Award' for outstanding work on the mobile platform.
- Increased average session duration by 50% through strategic design enhancements.
- Featured speaker at the National E-commerce Summit on UX design trends and innovations.

### PROFILE

With over a decade of experience as a Web UX Developer, my focus has been on enhancing the digital experience for users in the e-commerce sector. I possess a deep understanding of consumer behavior, which drives my design decisions. My career spans various roles, from junior designer to senior lead, allowing me to build a comprehensive skill set that includes user testing, information architecture, and interaction design.

### EXPERIENCE

#### LEAD UX DEVELOPER

##### E-commerce Innovations

2016 - Present

- Oversaw the UX redesign of the e-commerce platform, resulting in a 60% increase in sales over six months.
- Implemented user feedback mechanisms that improved customer satisfaction ratings by 35%.
- Coordinated with marketing teams to align design strategies with branding initiatives.
- Developed and executed usability testing sessions, gathering actionable insights for continuous improvement.
- Utilized web analytics to monitor user behavior, informing design adjustments that enhanced navigation.
- Facilitated workshops to educate team members on UX best practices and customer-centric design.

#### UX DESIGNER

##### Retail Hub

2014 - 2016

- Designed user interfaces for web and mobile applications, increasing user engagement by 45%.
- Conducted heuristic evaluations to identify usability issues, leading to a more intuitive interface.
- Collaborated with developers to ensure feasibility of design concepts and adherence to best practices.
- Created user journey maps that clarified user pathways and improved overall user experience.
- Utilized tools like Sketch and InVision for rapid prototyping, reducing design cycle time by 20%.
- Presented design solutions to stakeholders, effectively justifying design choices through data-driven insights.