MA

MICHAEL ANDERSON

Lead UX Developer

CONTACT

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EDUCATION

Bachelor of Arts in Graphic Design

University
2016-2020

SKILLS

- User Experience Design
- Prototyping
- Interaction Design
- User Research
- Responsive Design
- Figma

LANGUAGES

- English
- Spanish
- French

With 9 years of experience as a Web UX Developer in the travel and hospitality industry, I focus on creating immersive digital experiences that enhance customer engagement. My journey began as a graphic designer, where I developed a keen eye for aesthetics and user experience. I have successfully led numerous projects that involve creating responsive designs for travel booking platforms and hotel management systems.

💼 WORK EXPERIENCE

Lead UX Developer
TravelEase   2020-2023

- Redesigned the online booking interface, leading to a 50% increase in conversion rates.
- Conducted user testing to gather feedback, which informed critical design enhancements.
- Worked with marketing teams to align design strategies with promotional campaigns.
- Created interactive prototypes using Figma, facilitating stakeholder engagement and feedback.
- Utilized user analytics to track behavior patterns, leading to informed design decisions.
- Facilitated training sessions for staff on the new booking system, improving overall user experience.

UX/UI Designer
HotelTech   2019-2020

- Designed user interfaces for hotel management software, enhancing usability for staff and guests.
- Conducted surveys to gather user input, leading to design iterations that improved functionality.
- Collaborated with developers to ensure design feasibility and adherence to best practices.
- Created user journey maps to visualize the customer experience from booking to check-out.
- Led brainstorming sessions with stakeholders to explore innovative design solutions.
- Presented design proposals to executive teams, gaining support for new features.

★ ACHIEVEMENTS

- Increased user satisfaction ratings by 35% through a comprehensive redesign of the booking platform.
- Received the 'Best Design Award' at the Travel Tech Conference for innovative solutions in UX.
- Authored a case study on the impact of UX design in the travel industry, published in industry journals.