

MICHAEL LOZANO

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PROFESSIONAL SUMMARY

Enthusiastic, creative, and hard-working designer with over twenty years of experience. Combining graphic design, user experience, and technical know-how along with creative processes to meet company goals and expectations.

EXPERIENCE

● User Experience Designer / Interface Strategist

Chickasaw Nation - Communications Department
07/2017 - Present

● User Experience / Sr. Graphic Designer

Chickasaw Nation - WinStar World Casino & Resort
07/2017 - Present

● User Experience Designer

Sally Beauty Holdings, Inc.
02/2017 - 07/2017 (Temp. Contract)

● Senior Graphic Designer

The Crouch Group
02/2009 - 02/2017

ACCOMPLISHMENTS

- Have been tasked with website redesigns as well as leading the team in collaboration and presenting to stakeholders.
- Other responsibilities are to design and build out email blasts for the Chickasaw Nation.
- Consult with internal clients to find solutions to current pain points and then work to solve end-user problems and their experiences.
- Worked and collaborated with stakeholders and web developers to successfully produce the new WinStar website.
- Raised awareness of issues with the interactive Wayfinder. Led the team to conduct card sorting, sitemaps, and internal testing to minimize user errors for further development.
- Wireframed low/high fidelity prototypes of the interactive Wayfinder to better meet the needs of the end-user.
- Designed wireframes and prototypes of the mobile and desktop product pages to increase the buyout of products on the website.
- Collaborate with stakeholders on users' buying process to determine the end-users error and update the product page.
- Entrusted to design assets for the new Amazon product page while maintaining the look and brand of Sally Beauty Holdings.
- Designed websites, email blasts, and landing pages with lead capture strategies which resulted in better engagement and sales lead for company clients.
- Personally consulted with clients to determine online needs, then designed custom websites along with social media assets for a consistent online presence to generate more business.

EDUCATION

CareerFoundry, Professional Certification

Berlin, Germany
11/2019

Intensive training program for UX Designers, specializing in UX process and methodology that includes user research, user journeys, user personas, testing, information architecture, and visual design.

HONORABLE MENTIONS

National Campaigns

Lead the team on social media campaigns for national renowned author and psychologist Dr. James Dobson.

Designs digital assets and advertisements for multiple sports teams, entertainers and celebrities.

SKILLS

Technical Skills: FIGMA, Sketch, HTML 5, CSS, Adobe XD, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects

Professional Skills: UX Theory, Usability Testing, Rapid Prototyping, Site Maps, Card Sorting, User Research, User Centered Design, User Persona, Information Architecture, Graphic Design

PROJECTS

Wayfinder Display: Redesigning interactive experience on Wayfinder displays throughout the WinStar World Casino.

WinStar Website: Lead the team on the casino side to assist in the new look and re-design of the WinStar website.

LYS Salon Inc: Consulted with client to design and developed website along with designing all social media assets for a consistent branding presence.