

## EXPERIENCE

### **CauseLabs** 2012 – Jan 2022

CauseLabs is a digital agency that uses strategy, design and technology to scale the causes of its clients.

### **User Experience Designer** 2012 – Jan 2022

- Understands the client's user experience goals
- Plans and conducts user research (i.e., interviews, observation) to reveal user needs, pain points, and opportunities
- Conducts competitive and landscape analysis and gains knowledge of industry trends
- Understands technology opportunities and constraints
- Develops personas, customer journey maps, and information architectures
- Develops design directions and information architectures to satisfy the client and user goals through sketching, storyboards, process flows, and interactive high-level wireframes
- Conducts usability studies and adjust the design based on user feedback
- Defines, analyzes, and refines user requirements in collaboration with the client and production team
- Develops high-fidelity mockups specifying the user experience direction for the client and development
- Prepares detailed and annotated design documents to development teams in implementation

## EDUCATION

### **BSBA in Marketing**

Bowling Green State University – 2009

## PROFICIENCIES

- Figma
- Invision
- Sketch
- Photoshop
- HTML
- CSS
- WordPress
- Human-Centered Design (HCD)
- Procreate
- Atlassian (JIRA)
- G-Suite
- WCAG 2.1
- Design Systems

See Work Samples at [arichmike.com](http://arichmike.com)

## EXPERIENCE – CONTINUED

### **User Interface Designer** 2012 – 2022

- Develops design systems to ensure consistency across large projects
- Ensures interface design complies with WCAG 2.1 accessibility standards
- Utilizes industry best practices and visual design principles for design solutions
- Understands and advocates for the goals for the end-user and client through visual design
- Designs layouts to use for mobile, tablet, and desktop viewport sizes
- Creates interface components to meet existing brand guidelines
- Understands technology constraints to ensure that design works within scope of the project
- Documents intended functionality of interface elements (animations, interactions, etc)
- Accounts for necessary states of interface components (hover, pressed, focus, visited, etc)
- Researches design patterns and trends to ensure interface is relevant, modern and clean
- Delivers properly named final design assets in project-relevant file types

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