

MICHAEL PENN

WEB - UX/UI & GRAPHIC DESIGNER

BILINGUAL EN/FR

CONTACT ME

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WEBSITE

<https://ipenn-design.com>

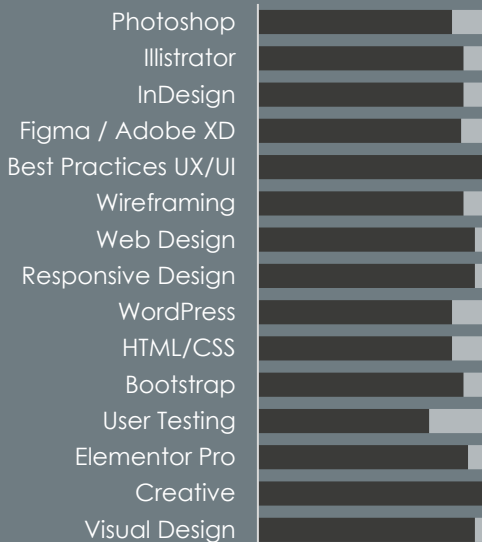
ADDRESS

Toronto, ON

LINKEDIN

[Check Profile here](#)

SKILLS



Web, UX/UI & Graphic Designer with over 10+ years of experience creating and maintaining functional, attractive, and responsive websites and creating beautiful graphic design and print work. Clear understanding of modern technologies and best design practices. Experienced with WordPress and HTML/CSS & Bootstrap. Proven track record of raising UX/UI scores and customer retention.

INTERESTS

Travel	Coffee
Movies	Learning
Aikido	Music
Video games	Reading

WORK EXPERIENCE

Senior UX/UI - Product Designer at Loblaw's Digital

Jun 2022 to present

- Develop prototypes for demonstration and evaluation of concepts.
- Conduct user interviews with close involvement from Product Owners,
- Collaborate closely with the development and Engineer programming teams to implement designs Excellent understanding of principles of interface design and use of interactivity.
- Lead the UX/UI design production for one of the key segments, working in tight alignment with the head of development and stack holders.
- Rapid Prototyping and wireframing using Figma
- Communicate effectively in both technical and business environments for presentation and Technical management

Senior UX/UI - Product Designer at Bell Media

Jul 2021 to Apr 2022

- Participate in product and feature ideation and conceptual development for web and mobile solutions, also taking into account responsive design considerations.
- Review and gather feedback on work from business, product management, development and peer design teams as well as executive leadership
- Research to improve the users experience and gather data to push solutions forward, using User testing platform.
- Rapid Prototyping, and Create detailed wireframes.
- Create personas to help define our user base Understand which design patterns would work best for a given situation.
- Working on different platforms such as Crave, CTV, Noovo etc.
- Using the industry standards software, Adobe Creative Cloud, Miro, Adobe XD, Slack, Figma, User testing and others.

Lead UX/UI Product Designer / Web Designer / Graphic Designer at ipenn-design

Oct 2012 to Sept 2019

- Analysis client business models & needs to deliver a cohesive marketing approach through design and proposes best solutions for Web, UX/UI design and any marketing print materials.
- Research & understand the target audience for best practices and usability of UX/UI and website/apps design.
- Design custom brochures, reports, and other print materials to help support and elevate brands
- Create Wireframes, prototypes using interactive tools such as Adobe XD or Figma for innovative concept proposals.
- Logo design and branding with creation of brand guild line.
- Created Web pages and sites with fabulous, UX/UI design using HTML/CSS bootstrap or WordPress and Elementor Pro builder.

Lead UX/UI Product Designer / Web Designer / Graphic Designer at Summitt Energy

May 2019 to Feb 2021

- Planning site designs, functionality and navigation, along with audience funnels and data capture points.
- Building wireframes & prototypes which were then turned into functional and responsive digital products.
- Reviewing UX/UI with multiple teams and making necessary edits to accommodate technical or business concerns. Raised UX scores by 38% and online presence for multiple websites and the SEO.
- Handling all composition, color, illustration, typography, and branding for projects.
- Working with the head of marketing and the team to create annual report & divers print collaterals for the needs of the business.

WEB & GRAPHIC DESIGNER

Seneca College of Applied Arts and Technology

This three-year advanced diploma program preparation with the knowledge and skills necessary to create effective design solutions for interactive, print and experiential design projects. Fundamental principles and skills training, followed by immersive cross disciplinary learning, culminate with a graduate showcase portfolio and a field placement.