

MICHAEL PENN

UX/UI - WEB & GRAPHIC DESIGNER

BILINGUAL EN/FR

CONTACT ME

PHONE

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WEBSITE

<https://ipenn-design.com>

ADDRESS

Toronto, ON

LINKEDIN

[Check Profile here](#)

SKILLS

Photoshop	<div style="width: 95%;"></div>
Illustrator	<div style="width: 95%;"></div>
InDesign	<div style="width: 95%;"></div>
Figma / Adobe XD	<div style="width: 95%;"></div>
Best Practices UX/UI	<div style="width: 95%;"></div>
Wireframing	<div style="width: 95%;"></div>
Web Design	<div style="width: 95%;"></div>
Responsive Design	<div style="width: 95%;"></div>
WordPress	<div style="width: 95%;"></div>
HTML/CSS	<div style="width: 95%;"></div>
Bootstrap	<div style="width: 95%;"></div>
User Testing	<div style="width: 80%;"></div>
Elementor Pro	<div style="width: 95%;"></div>
Creative	<div style="width: 95%;"></div>
Visual Design	<div style="width: 95%;"></div>

Experienced Web, UX/UI & Graphic Designer with 10+ years of expertise in creating functional and visually appealing websites, graphic designs, and print work using modern technologies such as WordPress, HTML/CSS, and Bootstrap, and implementing best design practices. With a proven track record of success in enhancing UX/UI scores and customer satisfaction, I am dedicated to delivering high-quality and impactful design solutions.

INTERESTS

Travel	Aikido
Movies	Kdrama
Learning	Music

WORK EXPERIENCE

Lead UX/UI - Product Designer at *Enercare*

Mar 2023 to Dec 2023

- Leading the design of a billing service and portal for Enercare customers as the lead product designer and UX/UI designer.
- Developed client journey maps, low-level wireframes, and high-fidelity mockups to ensure a seamless user experience.
- Collaborated closely with product owners and lead developers to ensure the design met the needs and vision.
- Utilized expertise in user-centered design, information architecture, and interaction design to create an intuitive user experience.
- Successfully delivered a solution that met the client's needs and exceeded their expectations through

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

Jun 2022 to Dec 2022

- Developed prototypes for demonstration and evaluation of concepts
- Conducted user interviews with close involvement from product owners
- Collaborated closely with development and engineering teams to implement designs
- Strong ability to manage and prioritize multiple design projects, meeting deadlines and delivering high-quality results
- Implemented design systems and guidelines to ensure consistency across products.
- Led UX/UI design production for key segments
- Rapid prototyping and wireframing using Figma

Senior UX/UI - Product Designer at *Bell Media*

Jul 2021 to Apr 2022

- Participated in product and feature ideation and conceptual development
- Reviewed and gathered feedback on work from various teams and executive leadership
- Researched to improve user experience and gather data to push solutions forward
- Rapid prototyping, created detailed wireframes, and personas
- Worked on platforms such as Crave, CTV, and Noovo for their web and app.

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

May 2019 to Feb 2021

- Led the design of multiple web and mobile applications, resulting in increased user engagement and satisfaction.
- Planned site designs, functionality, and navigation
- Built wireframes and prototypes which were then turned into functional and responsive digital products
- Reviewed UX/UI with multiple teams and made necessary edits to accommodate technical or business concerns
- Handled composition, color, illustration, typography, and branding for projects
- Worked with the head of marketing to create annual report and divers print collaterals
- Raised UX scores by 38% and online presence for multiple websites and SEO

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

Oct 2012 to Sept 2019

- Researched target audience for best practices and usability of UX/UI and website design
- Designed custom brochures, reports, and other print materials to support and elevate brands
- Created wireframes and prototypes using interactive tools such as Adobe XD or Figma
- Designed logos and created brand guidelines
- Built web pages and sites with UX/UI design using HTML/CSS, bootstrap or WordPress