

MIKE HARMALA

Interaction Design // Information Architecture // User Research // Product Strategy

WORK

User Experience Architect

- **UX Design:** Produced and directed the creation of wireframes, site maps and other deliverables to effectively communicate information architecture, interactions and content strategy.
- **Project Variety:** Solved the experience on various projects for desktop and mobile, resulting in successful redesigns (from a data reporting tool to major sections of Fortune 100 public websites).
- **Usability:** Defined user research and testing (preparing test design, building prototypes, moderating sessions) in order to synthesize results into actionable improvements.
- **Presenting & Collaboration:** Led review sessions with internal teams and presentations with clients, ensuring an understanding of the designs and soliciting quality feedback.

Cloudberry
Creative
New York, NY
August 2010
to May 2014

Usability Consultant

- **Heuristics:** Produced experience recommendations by utilizing heuristics, in order to improve the usability of clients' websites and applications.
- **Usability Methodology:** Supported the preparation and moderation of usability tests for physical and digital interfaces, including test design, moderator guides, note-taking and findings analysis.

Tec-Ed
Ann Arbor, MI
July 2009
to August 2010

EDUCATION

Master of Science in Human Computer Interaction

School of Information, graduated May 2010

Key course projects were Suit Up (An apparel and fashion website that used social features and bookmarking to suggest outfits and products) and Night Beacon (A mobile application for users to create safe walking groups on-the-fly, and won first place at 2010 CHI Student Design Competition).

University of
Michigan
Ann Arbor, MI
August 2003
to May 2010

Bachelor of Arts in Economics & Classical Civilization

College of Literature, Science & Arts, graduated May 2007

CAPABILITIES

Research & Evaluation

Card Sorting, Competitive Analysis, Contextual Inquiry, Heuristic Evaluation, User & Stakeholder Interviews, Usability Testing, Survey Development

UX Design

Experience Maps, Experience Strategy, Prototyping, Site Maps & User Flows, Personas & Scenarios, Wireframes

Applications & Technology

Axure, Fireworks, HTML/CSS/SASS, Illustrator, InDesign, JQuery, OmniGraffle, Photoshop, Sketch