Michael Woo

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View samples at www.mikewoo.com

SUMMARY

Strategic minded, results oriented, problem solver, with senior experience in visual and interactive design work focusing on producing quality end-user experiences. Possesses strong communication, leadership and interdisciplinary skills. Solid knowledge and understanding of design and technology, and how both come together to affect the end-user.

12+ years Visual Design
12+ years Web Design
9 years Creative Marketing Design
4+ years Interactive Design
4+ years User Experience Design
4+ years User Interface Design
4+ years Front-End Web Development

User experience design, user interaction design, visual design, brand management, creative strategy, standards-based Web design, e-commerce optimization, usability, social media integration, team leadership

EXPERIENCE

Senior Level, User Experience Designer
Big Fish Games
November 2008 - Present
www.bigfishgames.com

Major contributor on a core product design team delivering innovative, consumer-facing Web site and client-side application features to increase customer conversion and customer retention while fostering the Big Fish Games brand.

Specialties:

- Delivering high-performing, interactive, user experience, user interface, and visual designs on integral feature sets and large-scale initiatives, from concept to completion, in all of our digital distribution channels (online, client-side, mobile)
- Proficient in producing A/B and multivariate designs for testing
- Proficient in producing low- or high-fidelity designs for user testing and full-fledge prototypes
- Works competently and effectively with team members and stakeholders across multi-disciplinary teams

Visual/User Experience Designer
Nokia (via Filter Studios)
August 2008 - October 2008

Worked on the complete redesign of Nokia's Ovi Share Web application allowing user's to manage, edit and share their media uploaded from their mobile devices.

Responsibilities:

- Wire-framed end-to-end user flows
- Designed user interface and interactions of feature sets
- Produced iterative, high-fidelity comps building off of an existing brand guide

User Experience Designer
Microsoft Live Labs (via Filter Studios)
March 2008 - July 2008

Worked on research project Political Streams (stream aggregator) and Thumbtack (online media management application) developing user interface designs conforming to the existing brand style of Live Labs projects.

Responsibilities:

- Wireframed end-to-end user flows
- Presented concepts and designs to product teams
- Designed user interface and interactions of feature sets
- Produced iterative, high-fidelity designs

Art Director / Senior Designer / Designer / Web Designer & Developer
RealNetworks
April 1999 - February 2008

Began the first 4 years as a Web Designer and Developer in B2B Marketing of technical software and services and the last 4 years focused solely as a Designer in Consumer Marketing for a range of products and services such as Rhapsody, RealPlayer, SuperPass and more.

Responsibilities:

- Proficient in producing creative concepts for broader online/offline marketing designs/campaigns and direct marketing designs for specific segments
- Efficiently managed multiple, concurrent projects at every cycle of the design process in a deadline-driven environment
- Lead designer for a range of small to large scale initiatives
- Provided art direction to other designers and outside agencies on various projects to refine, progress and enforce brand and design guidelines
- Produced work across multiple-channels: online, client-side, mobile, print, environmental
- Worked closely marketing manager, project managers and development to see projects through completion

Owner
Thinkbox Design
June 2000 - Present

Thinkbox has been an outlet for me to work with a number of different clients and bodies of work that I normally wouldn't do at my day job. It's been a great supplement and driving force for my creative abilities and knowledge in the industry.

Specialties:
Interactive, Visual, User Experience, User Interface, Brand, Print, Marketing Strategy

Board Member / Webmaster / Head Coach
Seattle Chinese Athletic Association (non-profit)
June 2006 - Present

As a player from 6th - 12th grade, I've developed many of my lifelong friendships from playing recreational basketball. Now, I'm giving back to this organization that has done so much for me.

Webmaster Responsibilities:

- Designed and facilitated the creation and development of the organizational's Web site.
- Provides all critical registration support including database information retrieval and registration optimization.
- Manage all day-to-day content updates throughout each season.

Instructor, Intermediate Web Design
Media Communication & Technology, Bellevue Community College
April 2000 - June 2000

- Instructed on the fundamentals of web design such as usability practices, information architecture, effective page layout, graphic design principles and developing in HTML
- Provided detailed design critiques for every student on every project
- Majority of class surveyed reported a positive and exciting learning experience attributed to the teaching style and approach, plus professional experiences brought to the classroom

EDUCATION

- Managing Creative People: Seattle School of Visual Concepts 2007
- Creative Calisthenics: Seattle School of Visual Concepts 2007
- Presenting & Selling Creative Work: Seattle School of Visual Concepts 2006
- Associate in Arts: Web Authoring, Bellevue Community College 1997-1999
- Certificate of Achievement: Computer Graphics & Animation, Bellevue Community College 1997-1999
- Undergraduate Studies: University of Washington 1995-1997