

## PORTFOLIO

<http://www.mtouna.com/>

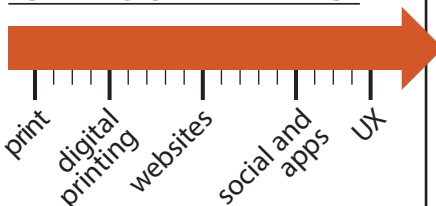
## SKILLS

User Experience Research  
Interviewing  
Wireframing & Sketching  
Prototyping  
User Interface Design  
Interaction Design  
Usability Testing  
Sitemaps  
Competitive Analysis  
Information Architecture  
Heuristic Evaluations  
Design Specifications  
Art Direction  
Persona & Usage Scenarios  
Data Visualization  
Responsive Design

## SOFTWARE

Adobe CS  
Sketch  
HTML  
CSS  
JavaScript  
Axure  
Omnigraffle  
Balsamiq  
UXPin  
InVisio  
Marvel  
UserTesting.com  
Adobe Spark  
Microsoft Office

## 15 YEARS OF EXPERIENCE



## SUMMARY

Problem solving is an art. I make products and services better through the heuristics of UX. A passionate and creative problem solver, I'm driven to take on complex challenges, and thrive on creating constructive and innovative solutions. I have the experience and knowledge of how systems work to answer, "How do we do that?". I enjoy working directly with stakeholders, understanding the need of the customer first as well as the business. I've help companies grow their customer satisfaction scores (NSAT) as well as their revenue.

## PROFESSIONAL EXPERIENCE

Pitney Bowes | UX Specialist & Architect | June 2017 – Present  
I help Pitney Bowes design better innovative products and develop solutions for a better e-commerce experience. This takes the shape of in-depth user testing, interviewing users, wire framing, high fidelity prototypes, writing functional specs, working directly with developers, and analyzing the effectiveness of the product after launch. Well-researched strategy planning is the key to the success of my products.

### KEY ACCOMPLISHMENTS:

- Evaluated forms and improved responses by 75% in just my first 2 months.
- Did a complete brand reposing and changed the architecture of the site.
- Increased supplies sales by 25% by redesigning the shopping experience and checkout process.

UX Designer | B&H Photo (NY) | June 2015 - June 2017

Working for one the largest pro photo e-commerce sites means you problem solve multiple things daily, which is balanced off with long term projects. B&H is well recognized for it's professional website and app. I work strongly with the web and mobile team to produce new solutions for better user experience.

UX Designer | Area 23 / FCB Health (NY) | April 2015 - June 2015

I work closely with the Lead UX Director on all advertising accounts, which included websites and apps for a multitude of clients. Creative, developers, and the UX team worked closely together.

UX Designer | Further Food (NY) | Jan 2015 - April 2015

Within a UX team, I helped to redesign an existing website, including a new information architecture. We were able to discover the real reasons people were using the site through surveys, interviews and usability testing. My researching and visual skills were a very strong asset to the team. Prototype: <http://nxybix.axshare.com/>

Digital Director | Fighter Diet, Inc. (NY) | June 2013 - Dec 2014

Set and guide all creative direction for this national fitness program across multiple platforms, including print, digital ads, content, email marketing, social media campaigns and apps. In charge of increasing their digital footprint.

Creative Director | Robert Kennedy Publishing (Toronto) | Apr 2011 - Jun 2013  
Led a 12-person team in setting creative direction for three major magazines. Served on the executive management alongside the CEO and CFO. Future high-level planning and problem solving was my regular activity for the company.

Senior Art Director | Weider Publications (Los Angeles) | Feb 2006 – Mar 2011  
Served as the lead art director for three major fitness magazines, including Muscle & Fitness, Muscle & Fitness Hers and Flex. Managed a six-person design team. Led the company to its very first design award.

### EDUCATION

General Assembly | Front End Web Development | Graduated 2015  
General Assembly | User Experience Design Immersive | Graduated 2014  
University of New Orleans | BFA in Painting and Design | Graduated 1998

### AWARDS

WPA | Maggie Award for Best Design, Muscle & Fitness | 2010  
WPA | Maggie Nominee for Best Design, Muscle & Fitness | 2009