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Problem solving is an art, and as a creative problem solver, I'm driven to take on complex challenges, thriving on delivering effective and innovative solutions. I have the experience and knowledge of how systems work to answer, "How do we do that?". I'm passionate about working directly with stakeholders, collaborating with team members, and delivering an awesome final product.

## EXPERIENCE



### UX Manager

Pitney Bowes  
 Stamford, CT  
 2017 - Current

My current role is to help oversee the experience for Pitney Bowes' ecommerce experience, retention of current clients and the acquisition of new ones. I partner directly with the stakeholders and the VPs of each department to understand the business needs and couple it with a better user experience based on VOC and analytics. I empower each designer to fully concept the best solution for the user's needs. In addition to that I still help build experience from end to end. I believe in a team approach where team members work together to brainstorm and give feedback to each other based on structured activities.



### UX Strategist

B&H Photo Video  
 New York, NY  
 2015 - 2017

Working for one of the largest electronics e-commerce sites like B&H means you problem solve multiple things daily, which is balanced off with long term projects. B&H is well recognized for its user experience. I worked strongly with the web and mobile team to produce new solutions.

- Part of the team that improved the checkout experience, which led to Baymard Institute voting B&H's checkout as the number one ecommerce experience.
- Improved the Online Customer Help Center
- Helped reduce returns by increasing user awareness of product features.



### UX Designer

FCB / Area 23  
 New York, NY  
 2015 - 2015 (contract)

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

- Converted Art Directors' campaigns into a usable experience, keeping the essence of their design while integrating UX principles.
- Wire framed multiple solutions for each campaign for Art Directors to discuss and evaluate.

### Freelance UX Designer



Various Clients  
 New York, NY  
 2014 - 2015

Large variety of clients from start-ups to Fortune 500 companies.

Deliverables ranged from exploratory research projects to full prototypes.

### Digital Creative Director



FIGHTERDIET.COM  
 Los Angeles, CA  
 2013 - 2014

Helped transform the brand into a mainstream presence, helping it reach 1 million followers.

Skills: Coordinated the launch of new products and apps.

### Group Creative Director



RKP Media  
 Toronto, CANADA  
 2011 - 2013

Inspired 12 employees over 4 magazine titles to deliver quality work. Move company into the digital space.

Skills: Budgeting, working with senior management, employee success.

### Senior Art Director



MUSCLE & FITNESS  
 Los Angeles, CA  
 2007 - 2010

I started as a junior art director but quickly rose to be in charge of all the art directors on the team.

Skills: Management, creative collaboration, project management.



## PORTFOLIO

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

## SKILLS

User Experience Research  
Interviewing  
Wire framing & Sketching  
Prototyping  
User Interface Design  
Interaction Design  
Usability Testing  
Site maps  
Competitive Analysis  
Information  
Architecture  
Heuristic Evaluations  
Design Specifications  
Art Direction  
Persona Building  
Scenario Flows  
Data Visualization  
Responsive Design  
Presentations

## SOFTWARE

Sketch  
Adobe CC  
Adobe XD  
Axure  
HTML  
CSS  
Balsamiq  
UXPin  
InVision  
UserTesting.com  
Microsoft Office  
Keynote

## FUN FACTS

- Stainglass artist for over 4 years in New Orleans
- Frisbee trick artist
- Avid unicycle rider

## EDUCATION

### BA in Fine Art

University of New Orleans  
Graduated 1998  
Discipline in painting and illustration

### FEWD (Front End Web Development)

General Assembly  
Graduated 2015  
HTML, CSS, Javascript, jQuery, HTML5, Website Building

### UXDI (User Experience Design Immersive)

General Assembly  
Graduated 2014  
Heuristic Design, User Interface, Research, Wire framing, Prototyping

## NOTABLE SKILLS

### Strong Interview and User Testing Skills

At B&H photo and Pitney Bowes, I took the lead on using client feedback on concepts and designs before and after launch. I wrote the test script and choose the audience to test.

### Problem Solving Complex Systems

I consistently work hand-in-hand with developers to understand all the capabilities of any system to help ensure the best possible experience for the users.

### Delivering Modern Experiences

Understanding what the digital ecosystem for our users means keeping up on all their experience with any of their digital products. I love staying informed and trying new learning from other designers.

## SPECIAL MENTIONS

### Baynard Institute Voted Our B&H Checkout #1

One of three team members that worked on delivering a new checkout experience that ranks #1 against 59 other major US e-commerce sites.

[View Baynard Article](#)

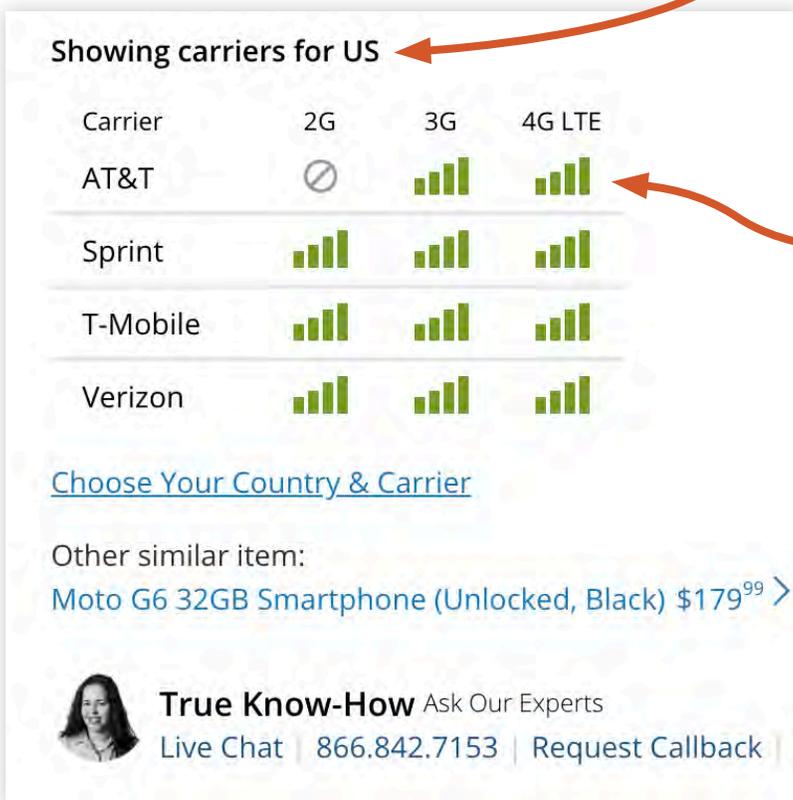
## RECOMMENDATION

**Michael Berg** | *Editor at Newsmax Media, Inc.*

He's an extremely talented designer and creative force. He's a dedicated workhorse. He's an adept problem-solver. And he possesses valuable leadership traits. Put them together, and you have Michael Touna, an artist who instantly elevates any company or project he's involved with to the next level. With an infectious, friendly demeanor, he integrates seamlessly into any team, and in crunch time, Michael consistently delivers.

*More recommendations available upon request*

# B&H'S MOBILE PHONE RETURNS



## PROBLEM STATEMENT

The **highest returned product** was unlocked cell phones. Customer stated that after getting the phone, it would not work in their range well or at all.

## GOAL

To **reduce the amount of returns** based upon the customer not being informed properly about network availability.

## Interviewing the Sales Team

To understand why phones worked for some and not others, I **interviewed subject matter experts**, which in this case was the cell phone sales associates. They informed me that each phone works differently on 3 different networks: 2G, 3G, and 4G. This also varied from country to country.

## Smart and Informative

Since B&H has many international sales for unlocked cell phones, I made **reading your IP address** the first requirement. Based on your country, we would only show you the carriers in your region to avoid hunting through a list of a 1000 carriers. The team had to build a large database, but it was well worth the effort.

## Converting the Complex to the Simple

Understanding when and where a cell phone would work was a complex and technical headache to try to get customers to understand. So I **developed a simple interface that was familiar** and friendly to customers.

## Success Above and Beyond

By informing users accurately before ordering if the cell phone would work in their area, cell phone returns went from the number one returned item to the **least amount of returns**. The project was highlighted as one of the company's big successes for that year.

