

Michael Patti, UX/UI Designer | Art Director

I am a user interface and product designer with over 10 years of experience in art direction and graphic design. I am focused on developing seamless and impactful solutions for my team.

EXPERIENCE

MentaMorph Money, UX Lead

(Pro Bono as part of General Assembly)
January 2022

MentaMorph is a startup teaching financial literacy to young adults aged 16-22.

- Conducted extensive user testing of MentaMorph's existing mobile app to define project scope and discover usability pain points.
- Synthesized data with affinity mapping and used key insights to develop a targeted user persona. This research led to the creation of a new user flow and refreshed app look and feel.
- Pitched, developed, and prototyped a new onboarding experience that had 100% improved completion rate compared to the existing mobile tutorial experience.

General Assembly, UX Design Fellow

October 2021 - January 2022

- Training on the entire spectrum of UX design from user research to design ethics, as well as usability testing methods and basic web development.
- During this time all work was done under an agile environment, estimated and tracked time, and design deliverables produced on tight deadlines.
- Developed case studies for mobile apps, responsive websites, and Figma community files.

The Texas Observer, Art Director

August 2020 - October 2021

The Texas Observer is a nonprofit organization focusing on exposing injustice through long-form journalism.

- As creative lead, completed the first full brand redesign in the organization's history resulting in an immediate and

sustained increase in website traffic and the highest print sales in over a decade.

- Redesigned a reader-focused digital experience on mobile and desktop, thereby dramatically increasing hits per article/social shares.

Callisto Media, Art Director

February 2019 - August 2020

Callisto Media is the fastest growing global publishing company on the leading edge of data and technology.

- Created over 25 books on diverse subjects from cooking to sports. Through competitive analysis, detailed research, and prototyping, created multiple best sellers in various categories with thousands of 5-star reviews on Amazon.
- Assigned complex photography and illustration programs which heavily focused on instructional design, including hundreds of instructional photos, illustrations, and sewing patterns.

Elle Décor Magazine, Art Director

February 2014 - January 2019

Elle Décor is one of the top luxury home and design publications in the world.

- Created 10 print and digital issues per year, including 3 full redesigns. Contributed to increased online readership and engagement significantly on all metrics.
- Directed *Elle Décor's* iPad edition in collaboration with the App Lab.
- Styled and concepted dozens of still-life photo shoots per year.
- Managed other designers and production staff. Developed the hiring process for Interns.

SKILLS

Figma

Sketch

Photoshop

InVision

InDesign

AfterEffects

Wordpress

Maze

Optimal Workshop

HTML/CSS/
JavaScript Basics

Wireframing

Whiteboarding

Web & Mobile
Design

Instructional Design

Icon & Logo
Development

Prototyping

EDUCATION

General Assembly

January 2021

Full-time UX Design
Immersive

Rhode Island School of Design

BFA in Graphic
Design with Honors