MICHAEL TSIRAKIS
tsirakisdesign.com

contact

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education

University of Toronto
BA in Design / 2010-2014

OCAD University
UX Certificate / 2016

RED Academy
UX Certificate / 2016

skills

User experience
Visual design
Product design
Prototyping
Interaction design
User flows
Product strategy
Usability testing
Design systems
Journey mapping
Responsive design
Cross-platform design
Presentations
Heuristic analysis
Adaptability
Collaboration
Figma
Adobe suite

experience

Google / Senior Interaction Designer
Jun 2021 - present

- Increased click-through rates by 41% and reduced technical overhead by 62% through a redesigned audience builder tool

- Streamlined project kickoff and launch approvals, boosting CSAT by 10% while reducing average campaign turnaround time by 20%

- 40% increase of campaigns utilizing MAP audiences for personalized user journeys by designing an integrated user flow with GNP

LinkedIn / Product Designer
Aug 2019 - Jun 2021

- Designed a streamlined, mobile-first job management platform that increased the confirmed hire rate by 15%

- Increased interaction rate by 22% by designing a next best actions framework

- Designed hiring automations and streamlined communication through key touchpoints, boosting candidate responsiveness by 37%

Apple / UX Designer
Feb 2018 - Aug 2019

- Consolidated disparate tools into a unified LMS application, reducing content upload time by 2-4 days per session

- Redesigned Apple's training website, tailored to the needs of Apple users, reaching 700k learners within the ecosystem at launch

eBay / UX Designer
May 2017 - Feb 2018

- Decreased customer service calls by 32% by introducing a free returns flow for items under 5 dollars

- Increased completed returns rate by 15% through a full redesign of eBay's core returns flow