

Michael Tsirakis

Product Designer

tsirakisdesign.com

mtsirakis@gmail.com

Skills

UI

Sketching, Wireframes, Mockups, Interactive Prototypes, User Flows, Visual Design, Accessibility, Site Maps, Cross-Platform Design, UI Graphics, Style Guides

UX

Usability Testing, A/B Testing, Task Analysis & Personas, User Stories, Competitive Analysis, Card Sorting, Journey Mapping, Affinity Diagramming, Interviews, Surveys, Heuristic Analysis

Other

Design Critiques, Self Starter, Communicative, Detail Oriented, Multitasking, Flexible, Empathy, Presentations, Product Strategy

Awards

Booknet Canada's Prize

Sheridan College

Gilbert's Prize in Design Thinking

Sheridan College

Education

OCAD University

Certificate in UX/UI Design (July 2016)

RED Academy

Certificate in UX/UI Design (March 2016)

University of Toronto

BA in Design (June 2014)

Work Experience

LinkedIn - Product Designer

Aug 2019 - present, Sunnyvale

Designing new features and helped shape the product design strategy for LinkedIn's Job Management platform:

- Increased confirmed hire rate by 15% by providing a mobile job management solution.
- Increased interaction rate by 22% by designing a next best actions framework.
- Increased hear back rate by 37% by introducing hiring automations and clear messaging entry points.

Apple - UX Designer

Feb 2018 - Aug 2019, Sunnyvale

Redesigned several websites and applications for the Field Services Team:

- Reduced time to upload course content by 2-4 days per session by combining 3 programs into a single LMS application tool.
- Improved training on Apple products by redesigning a training website that launched to 700k total users within Apple's ecosystem.

eBay - UX Designer

May 2017 - Feb 2018, Sunnyvale

Redesigned eBay's legacy returns flow by conducting a heuristic analysis to assess usability and design consistency:

- Decreased customer service calls by 5% by introducing a free returns flow for items under 5 dollars.
- Increased completed returns rate by 10% through a full redesign of eBay's core returns flow.

Paquette Productions - Visual Designer

Jan 2010 - May 2017, Toronto

Designed company website and all promotional materials:

- Increased company website traffic by over 100% through users research and website redesign.
- Helped increase ticket sales by 50% over two years through a company re-brand.