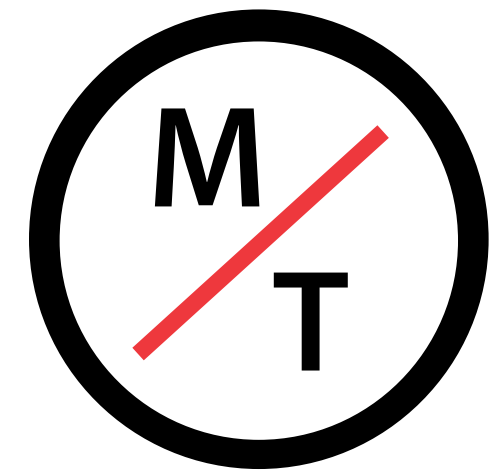


Michael Tsirakis

UX/UI Designer

tsirakisdesign.com



Work Experience

Apple / Senior UX/UI Designer

FEB 2018 - PRESENT, SUNNYVALE

Currently, I am a senior UX/UI designer on the Field Services Team, focusing on redesigning several internal and external websites and applications. My first project was redesigning an internal LMS tool to improve usability, functionality and overall design. I conducted usability studies to understand how employees use the tool and completed a full redesign, including UAT testing and close collaboration with the development team and project managers.

I am also redesigning an external facing website where learners can learn about any Apple product. I initially conducted surveys, interviews and a competitive analysis, in addition to designing user flows, wireframes, mockups, interactive prototypes and working with front-end developers on a style guide and screen UI build out.

eBay / UX Designer

MAY 2017 - FEB 2018, SAN JOSE

My first initiative was conducting a heuristic analysis of eBay's existing returns experience to assess usability, visual consistency and find areas in need of optimization. I collaborated with a team of designers, developers and PMs to redesign the returns flow, with a focus on user needs, business requirements and cross-platform design. I led returns design in partnership with Australia for two months and participated in weekly design reviews.

Paquette Productions / Lead Visual Designer

JAN 2010 - MAY 2017, TORONTO

Increased traffic to the company website and social media profiles by over 100% in one year through a website heuristic analysis and two rounds of user reviews and redesign. I also assisted in increasing ticket sales by 50% over two years through a full company rebrand.

LSS Inc. / Visual Designer

JAN 2013 - DEC 2015, MISSISSAUGA

Aided in increasing clients by 5% through designing modern corporate promotional materials that provided prospective customers with a thorough overview of the company. I also revamped all presentation decks and advertisements to fit brand, which helped increase sales and referrals by over 10% in one year.

Education

OCAD University / UX/UI Design

FEB 2016 - JUL 2016, TORONTO

Earned a certificate in UX/UI design, with a focus on user psychology and designing for accessibility.

RED Academy / UX/UI Design

FEB 2016 - JUL 2016, TORONTO

Earned a certificate in UX/UI design, with a focus on UX research, design and user testing.

University of Toronto / B.A. in Design

SEP 2010 - JUN 2014, TORONTO

Earned an Honors Bachelor of Arts in Digital Design, where I specialized in visual design and digital communications.

Skills

Design: Sketching • Wireframes • Mockups
Interactive Prototypes • Visual Design
Cross-Platform Design • Site Maps • HTML/CSS
UI Graphics • User Flows • Style Guides

Research: Usability Testing • A/B Testing
Task analysis & personas • User Stories
Competitive Analysis • Card Sorting
Journey Mapping • Affinity Diagramming • Interviews
Surveys • Heuristic Analysis • Strategy

Collaboration: Design Critiques • Self Starter
Communicative • Detail Oriented • Multitasking
Flexible • Presentations • Empathy

Awards

Booknet Canada's Prize - Sheridan College

Gilbert's Prize in Design Thinking - Sheridan College