

[MICHAEL A. FIRMAN]

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SUMMARY

Experienced UX/UI Designer with strong creative skills including digital art, rich media, web and interactive design and digital printing. Ultimately, focusing on front-end web design/development, including UX/UI, responsive design, fluid/liquid design desktop-to-mobile devices, brand | product development. Universally, experienced in a wide range of software applications, very savvy in Adobe Creative Cloud Apps, Dreamweaver, SharePoint, HTML5, CSS3, Saas, jQuery, Foundation and Bootstrap.



TECHNICAL SKILLS

Web-based vendor software | CMS > Dreamweaver, SharePoint, WordPress; Sublime Text, NetBeans, NotePad, Font-Awesome, Terminal, Bower Components, Axure, Balsamiq, Sketch, Emulators, various web developer tools, GitHub, SourceTree, Fetch, SEO | Google Analytics, MailChimp and Constant Contact.

Languages/Frameworks | HTML5, CSS3, Saas/LESS, jQuery/jQuery mobile, Foundation & Bootstrap.

Software | Mac OS 10.10+, Windows 7+, Adobe Creative Cloud > Illustrator, InDesign, Photoshop, Fireworks, Flash/Animate, Bridge, Soundbooth, and Adobe Acrobat, MS > Visual Studio & Office Suite.

Hardware | Desktops/laptops, mobile devices, Wacom tablet, printers, scanners, digital cameras & plotters.



PROFESSIONAL EXPERIENCE

William O'Neil + Co. | Investors Business Daily, Marina Del Rey, CA | Sept 2015 – Jan 2016

UI Designer [Contractor with Prosum]

Create mockups-to-hand-coding responsive web pages/apps, to ensure a user-friendly experience.

- Build public facing sites utilizing HTML, CSS3, Saas, Foundation, Visual Studio, including navigation, rich media, product image galleries, videos, shopping cart & registration forms all targeting desktop-to-mobile devices as well as multiple browsers.
- Produce & present hi-fidelity prototyping involving responsive front-end semantic, 12 column grids, logo development, debugging, icons | flat-art design, imagery, charts, product shots and overall branding on web sites, page templates, multiple-users, including international sites.

Hyundai Capital, Irvine, CA | March 2014 – Sept 2015

Web Designer [Contractor with Workway]

Develop, execute and create multiple internet | intranet websites utilizing Axure, NotePad, SharePoint 2010, Internet Explorer and Google Chrome to ensure a user-friendly experience.

- Build internal | external corporate communication and club sites using HTML, CSS3, wireframing, navigation, blogs, UI/UX, image galleries, videos and various web development tools.
- Develop logos, icons, imagery and overall branding on web sites, desktop-to-mobile, page templates, including international sites. Also, redesign printed-materials to mirror digital branding assets.

Life Technologies, Carlsbad, CA | December 2013 – January 2014

Graphic Designer [Contractor with Artech]

Design print and digital marketing of 8 different brands within the global life sciences applications.

- Create HTML email blasts utilizing Dreamweaver, CSS and hard coding, including templates.
- Design new sales support tools to promote new instruments using Photoshop and InDesign.
- Improve interactive PDFs for sales sheets, online tools and multi-page brochures.
- Test and upload eMessages, including cross-browsers, QA, unbroken links, integrating Omniture codes for optimization and web analytics.

Alternative Technology Solutions, Aliso Viejo, CA | August 2013 – September 2013

Front-End Developer | Graphic Designer [Contractor/Self-employed]

Developed new UI/UX elements and tools within the ERP/Salesforce integration software environment.

- Enriched product and quote lines pages (ecommerce) as well as creating a customized product image carousel utilizing hand-coding, responsive design as well as jQuery plug-ins.
- Improved overall styling and styling issues on iPad app, mostly utilizing Bootstrap and jQuery.
- Created landing pages, webinars, e-mail blasts, newsletters, using Sublime text, banners using Flash/XML, logos/T-shirt art using Photoshop/Illustrator, press releases and product launches.

WPS (Western Psychological Services), Torrance, CA | July 2011 – July 2013

Graphic Designer

Created new designs | production for various publishing projects involving all print and web media.

- Rebranded the company including; corporate ID, logo development, design templates, product packaging/labeling (toys, games, software) and website re-launch, including copywriting/editing and traffic coordination while using Adobe CS5 apps.
- Reproduction of two product catalogs (annually), including design, color schemes, fonts, photography, studio lighting and overall content | design using a combo of InDesign/Quark.
- Designed clinical books, e-books, e-learning, manuals, forms, easels, CD | DVD art, packaging, workshops, instructional presentations, games boards for children & adults.
- Supported the marketing dept. including; email blast campaigns (HTML5/CSS3, PSDs to CMS) banners, signage, backlit tradeshow graphics, window clings, conferences and advertisements.
- Created an art archival system for current and past projects i.e. SharePoint.

FIRMM DESIGN [Self-employment/Freelancing], Laguna Hills, CA | April 2009 – July 2011

The Irvine Company

- Designed, copyrighted and produced a multi-page full brochure with the Marketing Team.

Abbott Laboratories | Edwards Lifesciences

- Client was LehmanMillet; worked on web graphics/templates, packaging/labels and brochures.

Quiksilver | Western Dental

- Client was CDS, projects included; key-art, forms, brochures, ad slicks and overall branding.

Saddleback Church

- Web graphics, brochures, signage, re-branding sub-divisions and ads.

ACE Products

- Client was Hampton Products, hardware packaging, product catalogs, POS, ad slicks and key-art.

Colgate

- Client was Benchmark, worked various POS, coupons and direct-mail campaigns.

ContractorsAV.com

- Overall web structure, e-commerce, product photography, copywriting and overall design of site.

Caliber Funding, Newport Beach, CA | June 2010 – January 2011

Senior Graphic Designer

Designing various graphic & production projects for print | web media, including project management.

- Retail & Wholesale website banners ads with Flash/XML, email blasts with Constant Contact, landing pages with Dreamweaver/hand coding, HTML messaging and CSS/JavaScript.
- Created various print collateral including flyers, ads, postcards, stationery, brochures, tradeshows, posters, newsletter all creating using Adobe CS5, PowerPoint presentations, updating website art content & overall brand identity, including copywriting and project coordination.

DISNEY PARKS & RESORTS, Anaheim, CA 1996 – 2009

Theme park, entertainment and resort division, Disney's Destination Marketing.

Senior Production Artist (2006 - 2009)

Production Artist (1996 - 2006)

Produced art for billboards | OOH, signage, transit buses, bus shelters, airport walls, banners, window clings guide maps, direct-mail, menus, flyers, brochures, sales decks, ribbons, pins, toy packaging, T-Shirts, press-kits, ticket media, photo shoots, clothing, copywriting, proofreading | editing, project | account management for various Disney websites and provided creative input for each team & overall brand identity including photo shoots.

- Provided key art, page templates, logos, web banners, forms, email campaigns, wire framing, hero images as well icons to the Online team.
- Collaborated closely with art directors to take projects from comp to print-ready mechanical stage on all media i.e. paper, canvas, flexography, and window clings.
- Created digital master logo sheets, which allowed design team to access a standard template and reduced risk of errors.
- Managed color printers | servers (including color calibration, troubleshooting | problem solving, and managing inventory) and minimized interruptions while maximizing productivity.



EDUCATION

B.A., Graphic Communications | California State University, Fullerton, CA
Studied all aspects of advertising, graphic design, photography and marketing.

Web Design Certificate | May 2011 | Saddleback College, Mission Viejo, CA
Studying various aspects of web design, including client & server-side.

HTML5 and CSS3 certified | August 2012

Lynda.com Certificates:

Bootstrap > License 2E6D6

Bootstrap: Adding Interactivity > License 2E5D6

Bootstrap 3: New Features & Migration

Creative Insights: Interactive Media Designers > License A17F1F

CSS Page Layouts > License 6EE30

Foundation 4 Incorporating Sass and Compass > License C44865

jQuery Essential Training

SharePoint Designer 2010 > License 678132

Web Semantics > License 20F039

Web Motion > License 54DB1F



ADDITIONAL ACTIVITIES

Member of Meetup | South Bay Mobile User & OC Dev Groups