

Michael Christie UX Designer

Web and digital professional specialising in sharp user experiences. University educated in Marketing, IT and Design and with vast experience in many digital businesses including publishing & media, marketing agencies, start-ups, service industries and e-commerce. Focused on the user and business objectives to create functional design.

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Skills & Strengths

SketchApp, Craft, Invision	■ ■ ■ ■ ■ ■
Axure Pro	■ ■ ■ ■ ■ ■
Magento	■ ■ ■ ■ ■ ■
Adobe Photoshop	■ ■ ■ ■ ■ ■
Adobe Illustrator	■ ■ ■ ■ ■ ■
Git/ Github	■ ■ ■ ■ ■ ■
HTML5	■ ■ ■ ■ ■ ■
CSS/LESS/SASS	■ ■ ■ ■ ■ ■
PHP, JavaScript/ jQuery	■ ■ ■ ■ ■ ■
Bootstrap	■ ■ ■ ■ ■ ■
Google Material	■ ■ ■ ■ ■ ■

- **Problem-solving** complex user and business goals into simple solutions using: pens, whiteboards, post-its, wireframing and design software.
- Generates pixel-perfect **interactive prototypes** for testing on desktops, tablets, mobiles and wearable devices.
- Custom icons, **graphics and animations** that give clients a distinctive style, set apart from standard frameworks and UI components. Makes use of white space, typography and removing unnecessary items to simplify and achieve clear design.
- **Agile methodology** for project management and collaboration e.g: Jira, Trello, Basecamp.
- Deep understanding of **Magento for e-commerce**. Insights into the way the platform can be streamlined and customised for different purchasing behaviours and brand strategies.
- Proficient **front-end** developer who can design and build for the responsive web for an optimal viewing and interactive experience.

Work Experience

ENKO

Kitchen Component Supplier

March 2017

enko.nz **IN DEVELOPMENT**

[See in portfolio](#)

- K**itchen supplier, ENKO.CO.NZ required better usability on desktop, tablet and mobile for their B2B e-commerce shop. Complex pricing structures also required exploring clear ways to display large pricing data.
- Created **Hi-fi prototypes** for all e-commerce pages.
 - Streamlined the header design for clean organisation and gained more than 50% screen space on mobile.
 - Implemented a clear way to display grouped products through filterable tables with regular prices compared alongside matching tiered and trade discounts.

TRADE DEPOT

Online Home Improvement

2014-16, Oct 2016 - Feb 2017

tradedepot.co.nz

[See in portfolio](#)

- T**asked with the UX design and management of a project to upgrade TRADEDEPOT.CO.NZ's e-commerce solution that had outgrown the limited functionality of their previous platform.
- Compared many e-commerce alternatives and chose Magento™ for its extendable functionality and fit with business needs.
 - Created **wireframes**, UX prototypes and built front-end with **Bootstrap** and lean LESS CSS to create a clear unified style on all pages for mobile, tablet and desktop.
 - Managed offshore developers to integrate code into Magento PHP using **Agile software**.
 - Installed extensions to allow NZ online payment methods and instant freight calculations.
 - Sourced an extension to make automated listings on TradeMe via an API. Trained staff on setting automated listings. The extension is still the biggest driver of business to the store.
 - Regularly met with the business owner and stakeholders **presenting designs** and discussing new and existing projects.
 - Overhauled **mobile usability** after reviewing Facebook demographic data, Google Analytics and company data that concluded that many customers often used mobiles for researching products while completing their order in-store.
 - Stripped out excess CSS, Javascript and unused styles from a gradually creeping code base to improve the site speed and design consistency.

IHATEIRONING.COM

Online Laundry Service

2015, 2016, 2017

ihateironing.com

[See in portfolio](#)

- C**learly describing the product and providing a simple call-to-action was the main priority for IHATEIRONING.COM's landing page to increase conversions for their London laundry delivery service.
- Removed unnecessary detail to keep the message concise with a very simple order form to capture user data.
 - Conducted **A/B testing** of message and button colours variants to determine the **most**

SEAT PLAN

Theatre and Seat Review Website

📅 2015

🔗 seatplan.com

➔ [See in portfolio](#)

JUICE MOVING IMAGES

Theatre and Seat Review Website

📅 Feb 2013 – Dec 2013

🔗 itsjuice.com

🔗 bmwlaunchpad.co.uk

🔗 thefutureoflocal.com

➔ [See in portfolio](#)

TES EDUCATION

Teaching Jobs, News & Resources

📅 Feb 2012 – Dec 2012

🔗 www.tes.com

➔ [See in portfolio](#)

DOLCEMEDIA LTD

Website Design

📅 Dec 2008 – Feb 2012.

🔗 www.pacificrubber.co.nz

🔗 www.thepilgrimpub.com

🔗 altitudelondon.com

➔ [See in portfolio](#)

THE TIMES

News & Publishing

📅 Mar 2006 – Nov 2008

🔗 thetimes.co.uk

➔ [See in portfolio](#)

Education

effective for conversions.

- Designed an in-house app for order fulfillment and customer communication.
- Prototyped pick-up / drops-off lists, maps, “fastest finger” order acceptance button, sales performance and customer communication screens with **Google Material Design UI using Adobe Illustrator**.

Seat Plan required unifying their look and feel from years of iterative developments that left many style and UI inconsistencies. A monetisation project to extend the seat rating function to sell tickets online needed designing.

- **Tested click-able Axure wireframes** to solve a number of page interaction challenges.
- Developed intuitive ways to display and add ratings, theatre reviews and purchase tickets.
- Created detailed **UX prototypes** for handover to developers.

WEB DEVELOPER

- Built front-end websites for blue chip companies like BMW, Mini, Intercontinental Hotels, Barclays.
- **Collaborated with Project Managers, Designers and fellow developers** in an Agile development environment.
- Used **HTML5, SASS, jQuery** and Ruby on Rails to produce **pixel-perfect** interactive experiences on mobile and the web.

UX DESIGNER

- Created the UX prototypes for educational portal TES.co.uk
- **Refined UX** on job search, resources library and teacher forum sections.
- Created a vibrant suite of custom school subject **icons** for use across the platform.
- **Provided creative assets** and responsible for publishing assets across U.K, U.S. and Indian web properties.
- Created **style guidelines** and documentation for developers.

SELF-EMPLOYED DESIGNER

Spent over three years designing and developing bespoke websites for medium-sized enterprises backed by a content management system. Clients included travel agents, hotels, pubs, restaurants, event planners and caterers.

- Built **quotes and outlined project scope**.
- Provided conceptual designs for **client presentation**.
- Gave training for clients and consulted on aspects such as SEO and paid advertising.
- Set up clients with cloud-based email using their domain name.
- Set up and managed **email marketing**.
- Integrated third-party systems for hotel reservations, airline ticketing, analytics, customer service desk and restaurant table reservations.

WEB DESIGNER

- Established **advertising style guidelines** for a consistent brand.
- From wireframes, developed hi-fi prototypes for competitions, Fantasy Football, sports features and commercial microsites.
- Provided **graphics and daily content updates** to homepage, main sections and sidebar to promote editorial and marketing objectives.
- Designed and built **email marketing** templates to promote upcoming weekend editions and online only content.

1999 – 2002 THE UNIVERSITY OF OTAGO – DUNEDIN, NEW ZEALAND

Bachelors degree (BCom). Majored in Marketing; Design Studies and Information Science.

1998 AUCKLAND UNIVERSITY OF TECHNOLOGY (AUT)

Various business papers including Marketing Principles, Accounting, Management.

1997 LICEO SCIENTIFICO, MILAN, ITALY.

On student exchange and attended a school specialising in computing and graphic design.

1990 – 1996 Sacred Heart College, Auckland.

Achieved 5th and 6th form certificate. Enjoyed History, Graphics and Design, Sport.