// Mike Newbry
U X   D e s i g n e r // M B A

15 Years
Tech Industry Experience
10 Years
Product Design Experience
3 Years
Management & Team Leadership

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Skills and Experience Summary

Management & Leadership
- UX Team Management
- Junior Designer Training & Mentorship
- Cross-Functional Team Collaboration & Leadership
- Design Project Roadmapping
- Stakeholder Engagement
- Corporate Design Process Development
- Public Speaking and Presentation
- Design Workshop Facilitation

Product Design Expertise
- Wire-framing
- Functional Prototyping
- SaaS Application Design
- User Flow & Interaction Mapping
- Motion Design
- Accessible Design
- Native Mobile Apps
- AI (Natural Language Input) Design
- Responsive & Adaptive Design
- Design Validation
- Instructional Design

Customer Advocacy
- User-Centered Design Process
- Contextual Design
- User Interviews
- Journey Mapping
- Voice of the Customer
- Persona Development
- Accessibility Compliance
- Ethical Design

Analytics & Data Gathering
- Pendo
- FullStory
- Hotjar
- UserTesting.com
- Qualtrics XM
- Domo

Accessibility
- Accessibility Audits & Testing
- WCAG Accessibility Standards
- Inclusive Design Principles
- ARIA Labels
- Color Contrast Analysis
- Keyboard Navigation Optimization
- Assistive Technology
- Screen Reader Compatibility

UX Research & Testing
- User Interviews
- Usability Testing
- A/B Testing
- Data Analytics Integration
- User Flow Optimization
- Unmoderated User Testing
- Heuristic Evaluation
- Contextual Inquiry
- Data-Driven Design Strategy
- User Survey and Analysis
- Focus Group Moderation

Design & Project Management Methodologies
- Human-Centered Design
- Design Thinking
- Agile
- Lean UX
- Scrum
- PEMBOK
- Double Diamond
- Atomic Design
- SWOT Analysis

Branding & Marketing
- Brand Development
- Identity Management
- Style Guide Creation
- UX/Marketing Collaboration
- Marketing Campaign Integration
- Content Strategy
- Product Marketing Strategy

Design Systems
- Design System Creation & Ownership
- Design System Advocacy & Training
- Component Library Development
- Design Token Implementation
- Accessibility Standards in Design Systems
- Collaboration with Engineering for Implementation
- Agency Work (Design Outsource) Collaboration & Management
- Multiple System Mergers & Pattern Integration

Applications & Tech Stack
- Figma
- Adobe XD
- Sketch
- Adobe Creative Cloud
- HTML, CSS, JavaScript
- Frontend Frameworks and Libraries
- Jira, Confluence, Asana, Miro, Trello

Product Ownership & Strategy
- Product Roadmapping
- Market Analysis & Competitive Research
- Customer Needs Assessment
- Feature Prioritization & Backlog Management
- KPIs & Performance Metrics Establishment
- Feature Request Analysis
- Backlog Grooming and Prioritization

Creative Design
- Aesthetic Enhancement
- Illustration and Photography
- Iconography
- Brand Design
- Creative Direction
- Product & Marketing Copywriting

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