



Mikal Ali
Director / Lead / Principle Designer

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Executive Profile

Insightful, lead / principle UX/UI Designer with experience in both Agile and Waterfall environments. Adept at distilling abstract concepts into solid, elegant, defined web and mobile applications. Seeking position with the chance to develop a company's creative and user experience direction. Review of my work can be found on krop.com/mikal-ali/ and mikalmikal.com Client prototypes are not available for public viewing.

SKILL SETS

- Adobe Creative Suite
- IBM Design Thinking Methodologies
- Leadership/communication skills
- Product development
- User-centered design
- Design layout and typography
- Wire-framing
- Agile Design Principles
- Sketchapp
- Invision
- Design System Development
- Project management
- Interactive prototypes
- Heuristic evaluation
- Style-Guide Creation
- Self-motivated

EXPERIENCE

Lead UX/UI Designer: **IBM/MetLife- Charlotte, NC**

Charlotte NC. August 2016 - Present

- Working with IBM in a collaboration project with MetLife Employee Experience division.
 - Leading UX and UI design efforts for complex intranet redesign for MetLife's SharePoint 360 platform.
 - I work directly with product owners and expert users to help validate business requirements based on their use and perform design thinking methodologies to achieve exceptional user experience.
 - Projects Include:MPPM: Created experience around how project managers set up projects from budget to size and each phase of product development through waterfall and or agile methodologies. EAD, GTO, MOR, Patty Donahue and Tom Wolfs team sites that cover work spaces, utilities and intranets.
 - Created new utility widgets for EE dashboard. Interactive PTO, File Sharing and Learning widgets
 - UX/UI demo presentations for MetLife's VP's as well as US and Asia partners
 - Producing, wires, comps, interactive prototypes and design systems.
 - User interviews and site feedback curation
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Lead UX/UI Designer: Diligent

Charlotte. Sep 2014 – June 2016

- Lead UX/UI designer at Diligent an industry leader in secure document management software.
- Primary role included lead for software support applications
- Diligent’s Client Provisioning Portal and Client Management Portal.
- The provisioning web application portal is used by Diligent account managers to set up new clients. My tasks were to successfully design set up client companies with unique settings, permissions and bulk licensing procurement.
- The Client Application Portal is designed to be used by the client company's administrators to manage users. The app featured, bulk and singular user on-boarding,
- license management and consumption, locking and resetting users, auditing and login methods for both local and active directory users.
- Agile work environment with two-week sprint cycles
- Managed stories via Target Process
- Establish best practice usability and maintained patterns of experience and brand
- Daily Collaboration with Designers, Scrum Master, BA, DEV, QA and PO across two products.
- Accountable for maintaining brand - via click through comps and style-guides
- Recently working on mobile IOS conversions
- Initialed weekly sketch and collaboration sessions with team to better understand and incorporate a variety of perspectives on flows and task completion.
- Consistently adhered to all sprint delivery schedules and deadlines.

Senior UX/UI Designer: LPL Financial

Charlotte, NC. June 2014 – September 2014

- The objective at LPL was to redesign many antiquated stock brokerage software client’s applications accumulated through many years.
- Extensive research and collaboration with product experts and practitioners for the redesign of an
- application that connects brokers and SCC compliance with the ability to communicate with clients online.
- Feature user flows
- White boarding

Senior UX/UI Designer: [Ally Financial](#)

Charlotte, NC. September 2012 – June 2014

- Redesigned General Motors Protection Plan (GMPP) website, that generally compared coverage plans.
- GMPP insurance protects approximately 1.6 million clients throughout the United States.
- Primary role includes visual - interactive design and associated rules and implementation of site-wide styles and functionality per brand and business requirements.
- Senior UX/UI Designer for Ally's new insurance lines of business which included QPS, BCD, Reinsurance, OSS and Claims website application, responsible for interactive sketch sessions, final design assets and ensuring that overall design efforts meet Ally's BDG forward brand standards.
- Collaboration and information gathering with business owners across multiple LOBs as well as collaborating via sketch with assigned Information Architect (IAs).
- Leverage existing assets to build the user experience (UX) and create interactive user interfaces (UI).
- Style Guide inclusion and updates for both web and tablet styles.
- Create a hybrid Ally style for insurance products.
- Create reports and pattern identifiers for responsive site redesign for transition from desktop to tablet and phone experience.
- Internal application re-branding.
- Redesign iterations of Auto Home Page for Usability lab testing.
- Concept sketching, wire-frames and prototyping.
- Design Ally's first Auto Dealer Tablet Application that allows F&I managers to sell Vehicle Service Contract (VSC) products.
- The application also serves to streamline the Quote Print Submit objectives for every vehicle service contract purchased via auto dealers.
- Mobile iconography.
- Truncate a 250 page BRD and condensed it into an easy to read format with an info graphic, which allowed new and existing team members to effectively get up to speed on stages of a complex process.

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Creative Director/Owner: [wmoadv.com](#)

Kansas City MO. July 2002 – July 2012

- As creative director, worked with both designers and coders insuring our own in-house quality standards and client satisfaction throughout the CX process
 - Designed Applications, Logo/Brand Design, Interactive website development, Banner Creation, Social Media Integration.
 - Designed new and redesigned existing 2.0 applications and website marketing portals.
 - Involved in search engine optimization and creative end to end business solutions.
 - Gathered requirements from stakeholders to establish overall site objectives and special functionality.
 - Analyzed business and user needs, translated requirements into a user centered designs
 - Produced high fidelity comps for client approval.
 - Created wireframes, prototypes, screen mockups, and user interface (UI) designs that effectively integrated customer and business needs, and bolstered customer experience.
 - Managed projects (full lifecycle) to drive creative direction; working with designers and coders to ensure in-house quality standards, products were integrated with social media, and client satisfaction throughout
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the process.

- Created, conceptualized, and communicated project objectives to clients and design staff.
 - Hands-on usability testing.
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Lead Interactive Designer / Consultant: [IBM](#)

Lexington, KY August 1999 - Jul 2001

Hired by IBM to build an in-house multimedia/interactive website design team. This was for IBM's internal small business units in Lexington Kentucky.

- Analyzed existing software to ensure new design was aligned with standards.
 - Designed and developed interactive ads and user interfaces (UI) for maximum impact
 - on pending business ventures and IBM internal small business units.
 - Small focus group testing.
 - HTML, Tables, Adobe Fireworks.
 - Trained a team of 10 to maintain multimedia banner ads.
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Creative Director: [The Sauce](#)

Chicago, IL Jan 1997 - August 1999

Creative Director for Flyinthesoup and Art Director for The Sauce dealing in both interactive web site design, brand and usability for the restaurateurs.

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Creative Director / Co-Founder: [Side street Greetings](#)

Kansas City MO. Jan 1993 - Jan 1997

Created and co-founded Sidestreet Greetings, a high-quality line for an international niche market. We created over 30 Christmas card box sets as well as over 70 every day cards. Featured in Inc. Magazine, Entrepreneur Magazine, Biz Magazine and many others for capturing a niche and the quality of the line.

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Art Director: [Hallmark Cards](#)

Kansas City, MO. Jan 1983 - Jan 1993

Designed Greeting cards, non-greeting card paper products and 3-dimensional gift products. I also worked in Hallmarks licensing division and worked with Charles Shultz, Disney, MGM, Saturday night live, and Garfield's Jim Davis acquired properties.

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AGENCY CONTRACTING

Contract/Freelancer Experience: Barkley Evergreen and Partners, VML, Muller Advertising, Bernstein Rein, Ad knowledge (short
Kansas City, MO. Jan 1988 – 1999

Agency Client Projects:

- Sonics
- Sprint
- McDonald's
- Einstein Brothers
- Blockbuster
- State Travel Government
- Missori Lottery

EDUCATION

CIA Colorado Institute of Art

Associates Degree

Concentration: Communication

Major in Advertising Design

Denver University

Major in Advertising Design

Ongoing

Kansas University

Major in Communication Arts

Ongoing

CERTIFICATION WORK

- NNG UX Certification
- IBM Design Thinking Practitioner Certification
- Google Ad words Certification
- Code Academy
- Treehouse
- xCode-beta (courses)
- See LinkedIn for more

AWARDS

- Best of Web
 - Webby award
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NOTE WORTHY

- Digital Director for Charlotte AIGA
 - Won top 10 best business plan of the year by Ernst & Young for Sidestreet Greetings.
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