Mikal Ali

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**Product Design Leadership**

Accomplished, (UX/UI) design advocate with an extensive history of driving all aspects of digital design for user-centered web and cloud-based applications. Creating internal/external products across technology, media, and financial industries. Expertise in product development, UX, UI (visual design), user research, and prototyping. Entrepreneurial mindset with a strong business and product development background. Proven ability to consultatively engage stakeholders and clients that fulfill their business needs. Creative and strategic design thinker, with strong data visualization capabilities that streamline business tasks and processes. Adept at telling stories that draw out big picture correlations, predictions, and recommendations. A trusted advisor, maintain awareness of trends in technology, product, service, and competitive developments impacting customer businesses. Collaborative leader with a record of effectively managing cross-functional teams throughout the full product development lifecycle, with a focus on improvement, innovation, and value.

Portfolio: [**mikalmikal.com**](http://mikalmikal.com/)

Areas of Expertise

Strategic Planning | Product Development, Design, & Launch | UX/UI User Experience (UX)/User (UI)/Interface | Information Architecture | Interaction Design | Visual Design | User Research | Content Strategy | User-Centered Design | Usability Testing | Project Management | User Research | Marketing/Branding | Data Analysis |Graphic Design | Agile Design Principles | Web Applications | Design System Development | Problem-Solving | Customer & Stakeholder Relations & Engagement | Scripting. | Data Shaping | User Goal Creation | Wireframing | Prototyping | Mentoring | Style guide creation

Technical Proficiencies

**Device Platforms:** Mobile, Tablet, Desktops

**Design Software Tools:** Figma, Sketch, XD, Invision, Flinto

**Communication Software tools**: Slack, Zoom

**Development Languages:** HTML, CSS/SCSS, JavaScript, Flash

Professional Experience

**Oracle – Charlotte, NC Apr 2018 – Jan 2024**

Lead Principal UX/UI Designer

Oversee user experience (UX) design, user interface (UI) design, user-centered design, strategy, and testing for large-scale transformation initiatives (SaaS, IaaS). Lead and mentor a cross-functional team of 8 Principal UX designers and 4 technical writers that supported all lines of business and their design teams across the Financial Services Global Unit (FSGBU).

*Key Accomplishments:*

As a Lead Principal UX/UI Designer at Oracle, my role involved taking on a leadership position within the user experience FSGBU (UX) and user interface (UI) design team. My responsibilities included:

* **Leadership and Team Management:**
  + Provide guidance and leadership to a team of UX/UI designers.
  + Collaborate with cross-functional teams, including developers, product managers, and other stakeholders.
* **Design Strategy:**
  + Develop and execute the UX/UI design strategies in alignment with Oracles business and overall product or project goals.
  + Contribute to the development and evolution of our Redwood design systems.
* **User Research:**
  + Conduct or oversee user research to understand user needs, behaviors, and pain points.
  + Use research insights to inform and drive design decisions.
  + Working with internal industry experts.
* **Prototyping and Wireframing:**
  + Create prototypes and wireframes to visualize and communicate design concepts.
  + Iterate on designs based on feedback and testing.
* **Interaction Design:**
  + Define the overall interaction and user flow for digital products.
  + Ensure a seamless and intuitive user experience.
* **Visual Design:**
  + Oversee the creation of visually appealing and consistent user interfaces.
  + Ensure designs align with brand guidelines.
* **Collaboration:**
  + Work closely with product managers, developers, and other stakeholders to ensure design feasibility and alignment with business goals.
* **Stakeholder Communication:**
  + Effectively communicate design concepts and decisions to both technical and non-technical stakeholders.
* **Stay Current with Industry Trends:**
  + Keep up to date with industry trends, emerging technologies, and best practices in UX/UI design.

**IBM/MetLife – Charlotte, NC Aug 2016 – Mar 2018**

Lead UX/UI Designer

Collaborated with an interdisciplinary team (product owners and end-users) to craft a new internal web application for MetLife. This user-centered application was designed to help project owners successfully navigate through the complexity of launching a new product using either Agile or Waterfall methodologies. Drove continuous improvement of user experience by improving and implementing existing and new feature designs while balancing and incorporating client feedback using UX design principles and MetLife’s business needs.

*Key Accomplishments:*

* Contributed to strategic direction and vision by shaping product design strategies that aligned with business goals that increased customer engagement.
* Translated complex content and information systems into an easy-to-use intuitive web application.
* Promoted products and services and enhanced customer experience by delivering UX/UI demonstrations for senior management and key stakeholders.
* Created a set of internal responsive templated web applications for MetLife’s internal business units.
* Developed web components for new HR internal platform.

**Diligent – Charlotte, NC Sep 2014 – Jun 2016**

Lead UX/UI Designer

Acted as both Project Owner and Designer to create an onboarding Client Provisioning Portal, / Client Management Portal). Work included feature goal creation, ideation, collaboration, and iterating ideas, writing product specs, prototyping, detailed UX / UI, qualitative research, high fidelity prototypes, proof of concept, product roadmap, and feasibility evaluation.

*Key Accomplishments:*

* Designed web portal using Sketch; maintained brand via style guides that informed click-through comps, documentation, style guides, and tutorials.
* Managed client relationships with clients from onboarding and integration to new feature updates; translated requirements into solutions that identified, addressed, and resolved customer pain points.
* Improved customer experience by partnering with delivery teams and key stakeholders to ensure clarity of storytelling, identifying barriers in processes, and developing action plans to quickly resolve issues.
* Utilized Agile methodologies to organize and enhance product design; participated in all Scrum ceremonies (Sprint planning and review, story refinement sessions, and retrospectives).

**LPL Financial – Charlotte, NC Jun 2014 – Sep 2014**

Sr UX/UI Designer

Redesigned legacy software used to connect brokers and SCC compliance with online clients. Conducted research with key stakeholders to review and validate approach and methodology, including interviews, usability tests, surveys, and A/B tests. Participated in whiteboarding; created complex application user flows, storyboards, user journeys, low and high-fidelity wireframes, prototypes, and mockups based on business requirements analysis and with consideration of system limitations.

**Ally Financial – Charlotte, NC Sep 2012 – Jun 2014**

Sr. UI Designer

Managed the visual and UI implementation of Ally’s internal auto insurance application around “claims”. Created Ally’s first tablet application. Worked with Ally’s partner (General Motors) to create engaging comparison components.

**wmoadv – Kansas City, MO Jul 2002 – Jul 2012**

Creative Director/interactive Design Agency/Owner

Interactive design agency for small and medium-sized businesses with a focus on human-centered

Education

Associate of Arts – Advertising Design

The Art Institute of Colorado - Denver, CO

Certifications

**NNG UX Master**/Interaction Design, NNG, Manhattan New York & Cary North Carolina

**IBM Design Thinking Practitioner**/Design Thinking Methodologies, IBM, Durham, North Carolina

**Google Ad Words**/ Google Ad Words, Google, Kansas City, Missouri