

Miguel Ángel Pérez

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SUMMARY

Senior UX researcher and designer with 15 years of experience in interaction design, usability testing, user interviews, and data analysis. Proven success in the tech industry, building, and leading teams to deliver effective solutions.

EXPERIENCE

Lead UX Researcher & Designer

WRKPACK

November 2019 - Present, US, Florida, Tampa

- Created a 6-month development roadmap for a distribution company to drive profitability through automation and CX improvements.
- Storyboarded 3 potential applications of AI for architects, and conducted future-state scenario planning grounded in real needs.
- Conducted multivariate tests and in-depth interviews, and compiled data-driven creative briefs for a car-sharing company.

UX Design Manager

Inovalon

July 2017 - July 2019, US, D.C., Washington

- Founded and led the Design Center of Excellence for a data-driven healthcare solutions provider, certifying of over 20 design practitioners.
- Directly contributed to saving \$2.4 million in code rewrites through discovery research, strategic design, and process adjustments.
- Oversaw the hiring process for the newly formed design team, collaborating with HR on job descriptions and compensation analysis.

Design Fellow

The City of Philadelphia

May 2017 - July 2017, US, Pennsylvania, Philadelphia

- Led the function of designing an open data portal as part of a 3-month design fellowship, improving data access for community organizers.
- Facilitated usability testing on current data portals and interviewed 20 open data users like journalists, community leaders, and civic hackers.
- Designed speculative user interfaces for the open data portal, making results easy to share and socialize amongst users and stakeholders.

Front-End Developer & UX Designer

Love With Food

January 2014 - December 2016, US, California, San Francisco

- Conducted in-depth research, including interviews, questionnaires, usability studies, and A/B tests to understand 4 core consumer personas.
- Led a responsive web redesign that communicated member benefits and improved user understanding, improving sign-ups by 60%.
- Constructed a design system that enabled engineers to swiftly redesign features and update elements, significantly improving efficiency.

Senior Product Designer

CID Entertainment

July 2016 - November 2016, US, Pennsylvania, Philadelphia

- Utilized lean and design principles to plan and execute a 90-day strategy for an event operations company's entry into an adjacent market.
- Created an interactive journey map based on 60 interviews to share and update research findings, enhancing continuous learning and growth.
- Led the design and development of an MVP that effectively converted prospective users into customers, validating the company's ability to create products.

Front-end Development Manager

WebLinc

January 2011 - December 2014, US, Pennsylvania, Philadelphia

- Steered a team of 6 front-end developers, fostering an environment of growth, cooperation, and innovation.
- Devised an effective onboarding system with comprehensive practice projects, ensuring new hires acquire needed skills in 2 weeks.
- Prioritized and managed project backlogs in line with strategic objectives, ensuring the timely delivery of e-commerce solutions to clients.

Web Developer

Sides Creative

January 2010 - December 2011, US, Pennsylvania, Philadelphia

- Developed CMS-powered websites responsive to client needs and specifications using HTML/CSS/JS and PHP as part of a 3-person team.
- Managed 2-3 fast-paced web development projects simultaneously, resulting in the efficient delivery of many high-quality websites.
- Played a role in client communication, explaining technical issues clearly to non-technical audiences and assisting in project estimation.

Pixel Artist

Self-Employed

March 2008 - September 2010, US, Pennsylvania, Philadelphia

- Collaborated on 10 projects, providing art assets for video games to independent and commercial clients across different gaming platforms.
 - Developed 6 design systems using repeatable patterns, creating endless possibilities for scenes and characters with a limited number of tiles.
 - Co-designed and developed a multiplayer online PvP tower defense game, and actively participated in collecting player feedback.
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