

# Mike Gorgone – UX Architect

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## THINKER IMPROVISER DOER

I am someone who loves being part of a creative, supportive and collaborative design team that builds engaging experiences for digital products at a company that fosters a culture that values design thinking and makes it a priority in how the company runs and solves problems.

Even with 20+ years in the software industry, the last 4+ in User Experience, I'm always learning. I am endlessly fascinated by the UX process and how research and strategy when done right can make a project soar, and when done poorly (or worse...not done at all) can bring it crashing to the ground.

### WHY I MOVED INTO UX



To be part of a collaborative, supportive and creative team



To be a thought leader and strategic planner



To create and build things that help people



To bring the two worlds of UX and Improvisation together...  
[www.improvux.com](http://www.improvux.com)

### SKILLS

- |                                |                       |                           |
|--------------------------------|-----------------------|---------------------------|
| → Axure / Omnigraffle / Sketch | → Sitemaps            | → Lo-Fi/Hi-Fi Prototyping |
| → HTML5/CSS/JavaScript         | → Functional Specs    | → Design Studio           |
| → Bootstrap & Foundation       | → Persona Development | → Agile/Lean UX           |
| → User Flows                   | → Gap Analysis        | → Ember/Handlebars        |
| → Photoshop                    | → Experience Mapping  | → ASP.NET, VB.NET & C#    |
| → Wireframing                  | → Heuristic Reviews   | → SharePoint Integration  |
|                                | → SASS/LESS           | → SourceTree/VSS          |

### EXPERIENCE

#### COX AUTOMOTIVE

UX Architect

JULY 2016 – JULY 2017

- Worked on the EOC IT Scorecard website redesign to help IT staff better analyze and track impacts and incidents as well as see historical trends in the time taken to identify and resolve issues. I was in charge of user survey creation, existing site and content analysis, functional specification creation, wireframes and interactive prototyping using HTML5, CSS and JavaScript/JQuery.

- Worked on the Serebro Mobile App redesign to help IT staff be better informed of new and ongoing impacts and incidents allowing them to respond to affected customers with up to date information. I was in charge of analyzing and mapping out the existing application's functionality and design. I worked on the wireframes and IA and IxD for the 2.0 version of the application.
- Supported my Director's weekly informational meetings with executives by creating infographics to help convey EOC triage procedures.

## **PERFICIENT**

UX Architect

JANUARY 2015 – MAY 2016

- Client consultation work focusing on helping clients create or redesign websites that resulted in sketches, mockups, wireframes and low-to-high fidelity prototypes using Axure RP, HTML5/CSS/JavaScript.
- Worked closely with researchers, designers, and web/mobile experts to help Clients understand their User's needs. After having documented those requirements, the desired functionality and website structure would be iteratively created in order to produce an optimal, interactive user experience.
- Clients included but not limited to: Analog Devices, New York Life, DTCC, Boeing.

## **PERFICIENT**

UI Developer

JANUARY 2013 – DECEMBER 2014

- Client consultation work that resulted in UI implementation using responsive frameworks (Bootstrap, Foundation), HTML5 and SASS frameworks and CSS preprocessors.
- Worked closely with researchers, designers, web/mobile experts to translate designs into functional low-to-high fidelity web prototypes.
- Worked with implementation teams to translate prototypes into their platform of choice, i.e. SharePoint, WebSphere, Sitecore, etc.
- Clients included but not limited to: BlueShield of California, McKinsey, TransUnion, Quintiles, BassPro, Cardinal Health, Symantec, Perficient (internal project).

## **PERFICIENT**

Senior Developer

SEPTEMBER 2011 – DECEMBER 2012

- Created branded SharePoint front-ends based on designs created by our graphics department
- Created custom web controls and web parts to display data stored in SP Lists
- Created Master Pages and Page Layouts for specific Client needs
- Worked with fellow team members on overall architecture of custom SharePoint 2010 sites, and worked with Clients with fellow team members for requirements gathering

## **PICTUREU PROMOTIONS**

Senior Developer

APRIL 2007 – AUGUST 2011

- Managed our 3 software consultants throughout the delivery of the LiveSite 3.0 Web CMS redesign and Java Image Uploader Client, Azure Upload WS, Azure Q Processing service.
- Lead Contact with our SMS/MMS Aggregator for the purposes of updating our existing SMS/MMS system. The system sent consumer images taken at events to their phones.
- Converted the LiveSite 3.0 Website CMS system (ASP.Net) to run in the Azure Cloud Environment.
- Collaborated with Account Management, Graphic Design and our Clients in order to create Client websites.
- Generated over \$300k in online sales for Nov. and Dec. of 2008 by creating the new product packages editor and interface for LiveSite 2.0.

## **EDUCATION**

ART INSTITUTE OF PITTSBURGH ONLINE

Web Design Diploma

2008

IO (improvOlympic)

Training Certificate

2001

SECOND CITY

Training Certificate

2000

LOYOLA UNIVERSITY OF CHICAGO

Masters of Computer Science

1996

UNIVERSITY OF DAYTON

Bachelors of Electrical Engineering

1992