Michael Matunry

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**qualifications profile: UI/UX Designer**

Tech Designer with MFA in Web Design & New Media who practices the art of perfection through simplicity. Strong technical knowledge, solid experience, and a keen eye for detail in web development, navigation programming, usability, human/computer interaction, information architecture, framework, full-cycle application, and user interface design. Able to translate client business operational needs into elegant, functional interfaces that inspire users and present information in intuitive ways. Very proficient in project management and client engagement.

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| * User Interface Design | * Application Design | * User Experience/HCI |
| * Graphic Design | * Website Design | * Project Management |
| * Implementation | * Wireframe/User Flow | * eCommerce Applications |

# Professional Experience

Freelance Web Developer, Brea, CA

**UI/UX Designer/Web Developer**, Feb 2015 – Present

Interviewed business stakeholders and conducted competitive analysis. Created wireframe and user flow, plus designed and developed website or web applications.

Froya Clothing, Inc., Los Angeles, CA

**UI/UX Designer / Web Designer & Developer**, December 2016 – October 2018

Design e-commerce website using Magento. Build web application for internal use and manage e-commerce inventory. Cultivate new business with online retailers. Collaborate with business stakeholders to create a wireframe and user flow. Design UI for in-house application. Partner with online retailers including zulily, Groupon, Fashion Go, and Orange Shine. Establish multiple online selling accounts with Amazon, eBay, and Poshmark. Manage daily operations to maintain profitability and generate new sales growth.

### Key Achievements:

* Built in-house Web application to gather data about products and sales performance.
* Launched e-Commerce division.
* Drove e-commerce sales with zulily totaling $100K/month.
* Established new opportunity to sell online through different online reseller.

Whitley International, El Monte, CA

**UI/UX Designer/Web Developer**, April 2014 – February 2015

Engaged with management to identify business requirements and expectations, inspected product UX and conducted competitive analysis. Created wireframe and user flow as well as designed UI for web and mobile application. Developed and tested applications to ensure proper operation and identify any issues.

### Key Achievements:

* HUARENKE ASIAN AMERICAN EXPO. Developed mobile application with information and guidance for users about events and exhibitors at the Asian American Expo. Included advertising space and connections to relevant promotions via social media.
* WINWAY MOTORS. Created a full-service car concierge web application for a car dealership with features including sales, rental, and auto financial. Responsible for UI/UX, visual design, and front-end development.

Elite Lighting Corp, Montebello, CA

**Graphic Design/Web Designer & Developer**, November 2009 – December 2012

Developed digital design initiatives including concept development, print, web, and content. Collaborated with web developers, graphic designers, and the marketing department to ensure five-star project execution.

### Key Achievements:

* Created guidelines for brand and icons.
* Produced visually appealing corporate booklet and marketing posters.
* Created multi-brand website for elitelighting.com that aggregates data from a web application designed to capture information.
* Brand websites that I created were iuseeliteled.com, iuseelite.com, maxilume.com, oraclelighting.com.

# Education

**Master of Fine Arts, Web Design & New Media**  
Academy of Art University, San Francisco, CA

**Bachelor of Arts, Visual Communication Design**  
Petra Christian University, Surabaya, Indonesia

**Technical Skills:**

**Design**: User Research, Wireframe, Information Architecture, Usability Testing, Prototyping, Visual Design, Interaction Design

**Software**: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Fireworks, Acrobat, XD), MS Office/iWork, Invision, Sketch, OmniGraffle

**Technology**: HTML/CSS, JavaScript, jQuery, bootstrap, PHP/MySQL, CakePHP, Magento