

Michael Locke

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Senior UI/UX Designer

Highly innovative, passionate and successful senior web designer with high proficiencies in UI/UX design, XHTML/CSS, Internet marketing, social media marketing, video marketing, blogging, SEO concepts, photography and traditional print design. Recognized as a talented creative leader with a unique skill-set that spans various areas from digital/print design, internet marketing to brand development. Phenomenal track record of designing and developing websites with extraordinary life spans. Fourteen year background in understanding and developing leading brands into commercial successes in an entrepreneurial hi-tech environment. Highly effective written and verbal communicator with exceptional problem solving and brand development skills. Visionary leadership resulting in successful, innovative online properties and brands.

Qualifications include:

- UI/UX Design
- Visual Design
- Interaction Design
- XHTML/CSS
- Branding (Identity)
- Information Architecture
- Mobile/Tablet Design
- Research & Analytics
- Strategy & Planning

Professional Experience

Sr. UI/UX Designer at Yahoo! Media Entertainment

November 2010 - Present

Yahoo! is the premier digital media company. Yahoo! delivers your world, your way by creating deeply personal digital experiences that keep more than half a billion people connected to what matters most – across devices and around the globe.

- UI Design lead for the Yahoo! WebPlayer (Media Player)
- Successfully redesigned the legacy media player with a sleek new design and user experience
- Designed UI elements that resulted in over 70% CTR and 2.5 video views per session
- Successfully designed the Yahoo! WebPlayer website at <http://webplayer.yahoo.com>
- Responsible for creating wireframes, workflows and interactive prototypes
- Responsible for creating image sprites and design specifications

Sr. UI/UX Designer at FOX Audience Network

January 2009 – November 2010

The FOX Audience Network (FAN) is a unit of News Corporation that supports monetization efforts across the company's online content portfolio (i.e. MySpace, Fox Sports, etc.), as well as third-party publisher sites.

- Oversaw all brand creative and direction for FOX Audience Network (FAN)
- Successfully redesigned the MyAds.com website

- Completed a UI overhaul of the MyAds.com self-serve ad application
- Responsible for creating wireframes, workflows while collaborating with IA team to successfully produce several design enhancements for the MyAds.com web application
- Designed and developed the FAN corporate website from concept to production
- Designed and developed the FAN corporate identity, colors, logo and brand book

Sr. UX Designer at Cars.com, Santa Monica

March 2008 – January 2009

Cars.com is the leading destination for online car shoppers, offering credible and easy-to-understand information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car.

- Managed the online design and brand development for all of NewCars.com
- Managed a team of two designers working within a seven-person web production team
- Designed web interfaces from concept to production, developed brand ideas and conceptualized new web tools for car buying consumers all with the purpose of creating a friendly consumer web experience and improving conversions
- Within the first month, I was responsible for the development of a new brand concept for newcars.com which included a new brand identity (logo), new color scheme and a completely redesigned web interface throughout
- Working within a seven-person web production team, I played a vital role in the success of several product launches – all of which that have lead to an increase in visitors, higher conversions and better overall consumer experience
- Proposed many new ideas and web tools such as company blogs, new user-friendly car loan calculators and viral promotional videos all of which are currently under production
- Worked with various technology partners such as Optimost, Omniture and Google for tracking, measuring, testing and evolving our web tools for higher performance
- Within my first year, I contributed to an increase in web visitors by over 100k which had a positive impact to the company's bottom line

Sr. UI Designer at Mitrtech

August 2006 – March 2008

Mitrtech Holdings, Inc. is the leading provider of legal, compliance, and security management solutions for corporate legal departments, staff counsel, and government agencies.

- Oversaw the UI and visual design of Mitrtech's flagship web-based products Collaborati and TeamConnect
- Developed UI designs, wireframes, screen layouts, HTML prototypes, and product research & analysis reports
- Managed the overall brand development for all products
- Designed and managed a uniform set of icons that included over 100 unique web application icons
- Conducted ongoing heuristic evaluations and usability tests for all products
- Implemented a new structure for engineers and developers to work off HTML prototypes instead of static screenshots - saving time and front-end development costs

Sr. UI Designer at Broadcaster

November 2005 – August 2006

Broadcaster, Inc. is an Internet entertainment network, which makes digital entertainment content accessible from a diverse range of desktop and portable devices.

- Managed all creative initiatives from concept to production for all Broadcaster properties
- Successfully designed and implemented the Broadcaster.com website
- Designed AccessMedia.tv, an internet-based multi-channel entertainment site
- Designed PeopleCaster.com, a social network / video upload community site
- Identified, designed and implemented interfaces for various commercial applications
- Improved product marketing through innovative website redesigns
- Worked directly with programmers to create internet applications from concept to production

Webmaster at Elite (Thomson Reuters)

November 1997 – August 2005

Elite is a leading provider of integrated practice and financial management solutions for professional services organizations worldwide.

- Enhanced company presence with an innovative web design that translated across all mediums
- Managed the design, development and online marketing strategy for seven separate websites within the company
- Orchestrated a strategic web informational architectural design to improve the user experience
- Established methodologies to increase customer satisfaction by improving customer communications with software support staff and providing easy access to client knowledge base and on-line support system
- Worked closely with sales force on the development, execution and follow-up programs for multiple e-mail marketing campaigns
- Worked with outside agencies to effectively communicate the company's brand identity, implementing a new brand strategy across all mediums (website, brochures, white papers, letterhead and business cards)
- Maintained the quality of web application as well as ensuring on time, on budget delivery
- Monitored the impact of all web applications and their interdependencies
- Designed and implemented an intranet to serve as a company resource center to over 500 employees
- Designed and developed multiple product Flash demos
- Implemented third-party analysis tool to effectively track and monitor web traffic and to help monitor email and ad campaigns over a 5 year span
- Managed seven websites and intranets simultaneously. Provided monitoring, research & analysis and content management
- Was instrumental in improving visitors by 400% through effective search engine optimization campaigns
- Developed and implemented highly effective web-lead capture forms, improving web leads by 300% over the previous year
- Generated additional revenue by implementing a strategy to sell sponsorships and on-line banner ads to key vendors year-round for our annual user conference

Education

Studied **Graphic Design** at California State University, Northridge (1993 – 1996)

Technical Expertise

- Windows (2000, XP, Vista, 7), Word, Excel, PowerPoint - Mac OS
- Adobe Creative Suite: Fireworks, Photoshop, Illustrator, InDesign, Dreamweaver and Flash
- XHTML, CSS, JavaScript, ASP, PHP, AJAX, JQuery

Interests

- **Business:** Technology, Entrepreneurship, Creative Thinking, Brainstorming, Reading, Marketing, Branding, Video Marketing, Blogging
- **Sports:** NBA, NFL, MLB, Los Angeles Lakers, Dodgers
- **Movies:** Gladiator, Matrix, Family Man, Pulp Fiction, Superbad
- **Family:** Love spending time with my wife and two beautiful kids