

## EXPERIENCE AND RESULTS

Digital Marketing Expert & Mobile UX UI Designer with 15+ years of experience building and launching user-centric, scalable commerce websites and applications with focus on monetization and automation. 10+ years of experience leading development and creative teams. Expertise in designing and revamping legacy Customer Relationship Management (CRM) and Content Management Systems (CMS) within real estate (SuttonSummit.ca), financial technology (Gotoloans.ca) and education (InventiveKidz.com, Schoolism.com) verticals. High creative threshold within Advertising Agency environments on projects and campaigns for US Air Force, Rogers Canada, Imperial Oil, CIBC, Capital One, Sutton, Remax, BDC Bank, IAMGOLD and others. Learn about my 32+ recommendations at [linkedin.com/in/marcinmigdal](https://www.linkedin.com/in/marcinmigdal)

## WORK EXPERIENCE

### **DailyTalent Group / UI UX Designer – Technology Consultant**

Aug 2020 — Current (Contract)

- Collaborate with Devs on User Experience strategy and User Interface Design for web & mobile platforms
- Audit competitive platforms and present recommendations to improve product experience
- Present interaction and design recommendations based on and experiential research
- Execute wireframes, mock-ups, workflows to stakeholders based on objectives

### **Inventive Minds Kidz Academy / Lead Consultant – Technology & Digital Marketing**

March 2019 — Current (Contract)

- Lead development and technology decisions of [www.inventivekidz.com](http://www.inventivekidz.com) and affiliated companies
- Responsible for digital marketing strategy and execution of campaigns driven by datamining and analytics
- Oversee creative teams in executing print, video, digital marketing assets for lead generation
- Develop partnerships with third party software and liaison on negotiation with Influencers and advertisers
- Identify pain points, conduct usability testing to identify problems and opportunities to improve the product experience

### **Sutton Group Summit Realty Inc. / Chief Technology Officer**

July 2020 — July 2021

- Lead the development of [www.suttonsummit.ca](http://www.suttonsummit.ca) website and mobile and digital strategy
- Responsible for technology partnerships and integration of APIs and third party lead generation tools
- Present low to high fidelity interaction wireframes, mock-ups, workflows to stakeholders based on objectives
- Identify pain points, conduct usability testing to identify problems and opportunities to improve the product experience
- Oversee creative assets and design of recruitment on-boarding materials

### **The Logic Box / UI UX Lead**

March 2019 — July 2021

- Utilize UX research strategies and frameworks to make decisions about design (Info Architecture, Wireframing, User Testing)
- Strong focus on the 5E Experience Design Model: Excitement, Entry, Engagement, Exit, Extension
- Create storyboards, wireframes and mockups, design interactions and flows, assist in creating UI UX Prototypes
- Design and UX Lead on <http://schoolism.com> – Web
- Design and UX Lead on Canadian Black Book mobile app ( CBB Connect )
- Design and UX Lead on <http://ezflipbookcreator.com> - Web/Mobile/Content Management
- Design and UX Lead on <http://reviewclerks.com> – Web/Mobile/Content Management
- Design and UX Lead on <http://collaborativemediationlaw.com> - Web/Mobile/Content Management
- Design and UX Lead on <http://globalestatecorp.com> - Web/Mobile/Content Management

### **Go To Loans / UX UI Lead, Director Of Marketing**

May 2018 — Feb 2019

- Lead User Interface and Experience Designer on 2020 AUTO Lending App of the Year
- Provide UI / UX recommendations on all aspects of GoToLoans.com B2B, B2C software, web and mobile applications
- Create wireframes, mockups, workflows for customer, vendor, lender and administrative user interfaces
- Identify pain points, conduct usability testing to identify problems and opportunities to improve the product experience
- Responsible for all marketing functions which include branding, product marketing for GoToLoans mobile / desktop application

## **TREND Financial / Principal Creative Director, UX UI Designer**

Jan 2017 — May 2017

- Work closely with sales teams to support their growth strategy through development of digital tools
- Lead development team to realize and execute company objectives and help business growth
- Lead/Oversee re-branding of print/digital assets and conceiving future vision of TREND's enterprise suite of products
- Design user experience and interactive designs for web applications and interactive trade show kiosks
- Responsible for revamping of the Trend Accelerated Lending Kit (TALK) Website and Application
- Translating concepts and ideas into effective information architectures

## **The Logic Box / Creative Director**

Nov 2015 — Feb 2017

- Responsible for management and delivery of all client digital assets and projects
- Oversee implementing UI and UX practices for leading-edge web and mobile applications
- Provide motivational leadership with enthusiasm for UX design and marketing to raise quality and style expectations from a consumer point of view.
- Translate product requirements into a detailed implementation plan, and participate in every aspect of design and development
- Help adopt new technology and prototype new concepts for CMS and CRM software applications

## **Mad Artist Publishing / Vice President of Digital Marketing**

Jun 2011 — Dec 2015 & Jan 2020 — May 2021

- Grew Channel to 450,000 Subs and 150 Million + views on [www.youtube.com/madartistpublishing](http://www.youtube.com/madartistpublishing)
- Direct all marketing and public relations activities to improve customer experiences and conversions
- Develop customer-oriented messaging to drive sales via social media, digital and traditional media funnels
- Management of advertising & communication programs to increase traffic and engagement with prospective customers
- Create and execute marketing strategy for book publishing and video content distribution
- Drive detailed and efficient media buying through international aggregators
- Lead production teams and ensure of timely delivery of all creative assets within the budget

## **TMP Worldwide / Sr. Art Director, Web Developer**

Mar 2010 — Apr 2014

- Ideation, planning and execution of storyboards for digital advertisements campaigns
- Work closely with account development teams across Canada to develop innovative recommendations based on digital trends
- Produce UI designs for mobile and desktop websites for company's internal TalentBrew platform
- Code and script interactive prototypes for clients such as US AirForce, IAMGOLD, PENN West
- Create user task flows, wireframes and UX design comps using Dreamweaver, Axure

## **Eureka Media / Chief Technical Officer**

Mar 2006 — Mar 2009

- Responsible for all aspects of design and development of AeroCinema.com video-on-demand platform
- Oversee hiring and mentorship of engineers and web designers
- Developed user interface, site architecture diagrams and conducted user experience audits
- Responsible for the overall look and brand of initial web channels and monetization methods
- Executed development and roll-out of social features to engage and increase end-user interaction
- Responsible for cataloguing and digitization of 400+ hours of PATHE video

## EDUCATION

<b>Sheridan College</b> - Post Graduate 3D Animation, 3d Animation, CGI	2004
<b>York University</b> - Digital Design Certificate, Digital Design & New Media	2004
<b>York University</b> - Bachelor of Design, Graphic Design & Marketing	2003
<b>Lambton College</b> - Graphic Design & Communications Diploma	1999

## TESTIMONIALS

32+ Client Recommendations located at [www.linkedin.com/in/marcinmigdal](http://www.linkedin.com/in/marcinmigdal)

## PORTFOLIO URLS

Responsible for ideation, web architecture, ux ui prototypes and final design mocks, leading development teams.

<https://gotoloans.com>

<https://suttonsummit.ca>

<http://inventivekidz.com>

<https://www.schoolism.com>

<https://reviewclerks.com>

<https://ezflipbookcreator.com> (3D flipbook management and PDF parsing software)

<https://www.canadianblackbook.com/business-products/cbb-connect>

MAIN PORTFOLIO - <http://marcinmigdal.com/page/portfolio>

UX UI - <http://marcinmigdal.com/page/ux-ui-design>

ADVERTISING - <http://marcinmigdal.com/page/digital-advertising-print-media-and-creative-direction>

DESIGN & BRANDING - <http://marcinmigdal.com/page/custom-business-card-design-and-logo-design>

## SKILLS

<b>USER EXPERIENCE - USER DESIGN</b> <ul style="list-style-type: none"><li>• Invision</li><li>• Axure</li><li>• Gliffy</li><li>• Adobe XD</li><li>• Sketch</li></ul>	<b>DEVELOPMENT</b> <ul style="list-style-type: none"><li>• Bootstrap</li><li>• Laravel</li><li>• MySQL</li><li>• PHP</li><li>• HTML5</li><li>• CSS</li><li>• Jquery</li></ul>
<b>CREATIVE SOFTWARE</b> <ul style="list-style-type: none"><li>• Adobe Photoshop</li><li>• Adobe Illustrator</li><li>• Adobe Indesign</li></ul>	<b>MANAGEMENT</b> <ul style="list-style-type: none"><li>• Jira</li><li>• Freedcamp</li><li>• Trello</li><li>• Monday.com</li></ul>
<b>VIDEO / ANIMATION SOFTWARE</b> <ul style="list-style-type: none"><li>• Sony Vegas</li><li>• Adobe After Effects</li><li>• Adobe After Effects</li><li>• Final Cut Pro</li><li>• Autodesk Maya Animation Software</li></ul>	