

Michael Amella

Colorado • mkdamella@gmail.com • 719-568-8839 • mikeyamella.com

Experience

UX Designer and UX Strategist Self-Employed

Pueblo, Colorado (Remote)
January 2024 – Present

- Partnered with Charkoal Marketing to redesign landing and blog pages for Peak Psychological Services, improving usability and strengthening brand consistency for a regional healthcare provider.
- Led website updates for Bronsky Orthodontics, including a redesigned patient results page to improve navigation, credibility, and conversion opportunities.
- Conducted UX evaluations and delivered usability recommendations for Assistance League Thrift Store, enhancing digital clarity and community engagement.
- Serve as sole UX designer for early-stage startup Iridessa, defining product direction and building a scalable design system in Figma to support future development.

UX Design Intern Arrivia (client work for USAA)

Scottsdale, Arizona
June 2023 – December 2023

- Redesigned the homepage navigation and booking experience, contributing to a 200,000-user increase in website traffic and a 20% boost in customer satisfaction.
- Established Arrivia's first comprehensive design system, reducing design inconsistencies and improving cross-platform efficiency by 30%.
- Created wireframes, prototypes, and user flows to support the design team in delivering seamless user experiences.

UX Designer and Project Lead Arizona State University Creative Agency

Mesa, Arizona
January 2023 – May 2023

- Collaborated with a creative team to develop branding and visual identity for the 2024 UCDA design conference, ensuring a cohesive experience for 250+ attendees.
- Led a UX team within the agency to design and launch a nonprofit website for veterans, increasing online engagement by 40% and improving access to resources for 500+ veterans.
- Conducted usability testing with 10+ participants, refining the site's layout and leading to a 30% improvement in task completion time for key user flows.

Skills

- **Design & Prototyping:** Figma, Framer, Adobe Creative Cloud, AI-enhanced workflows
- **User Research & Testing:** Usability testing, information architecture, accessibility design
- **Development & Systems:** HTML, CSS, JavaScript, creating & maintaining design systems
- **Project Management & Collaboration:** Stakeholder communication, team leadership, workflow optimization

Education

Arizona State University

Graphic Information Technology, UX Design. 4.0 GPA Summa Cum Laude

Relevant Coursework: Information Design & Usability, Web Content Design, Multimedia Design, Advanced Web Markup & Scripting, Statistics Human Systems Research, Creative Thinking & Design Visualization

Phoenix, Arizona
December 2023