

# MICHAEL MAROTTA

USER EXPERIENCE DESIGNER

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## EXPERIENCE

### REVOLUTION HEALTH — USER EXPERIENCE DESIGNER Summer 2006-Present

- Designed a wide range of products for the launch of the consumer health portal including the portal's two largest products, care provider directory and treatment ratings, as well as health tools, goals program, and health manager.
- Web portal became the most trafficked health site on the internet (pageviews) and won awards for Best Overall Health Internet Site and Best Site Design.
- Maintained and enhanced design team's templating system.
- Balanced designing for multiple product groups at once under aggressive deadlines.
- Provided consistent design patterns and integration between products.
- Concepted and prototyped new product ideas.

### TOLAS HEALTHCARE PACKAGING — INTERN Summer 2000-2004

- Designed an electronic version of the company product catalog in Flash.
- Worked with the New Business and Marketing departments to brainstorm new advertising campaigns for various product lines and researched new markets for the company to expand into.
- Analyzed production data to find sources of manufacturing anomalies.
- Tested new products in the R&D labs.
- Worked in the IT Department to upgrade the network infrastructure.

## RESEARCH

### THREE DIMENSIONAL PATIENT RECORDS FOR DENTISTRY Spring 2006

- Collaborated with University of Pittsburgh Dental Informatics Institute to investigate the use of 3D visualization to enhance patient care in dentistry. Published as the cover story in the Journal of the American Dental Association.

### AVIVA: HEALTH AND FITNESS MONITOR FOR YOUNG WOMEN Fall 2005

- Performed survey research and expert interviews to create high fidelity flash prototype of device and research paper. Design accepted into CHI2006 conference.

## EDUCATION

### CARNEGIE MELLON UNIVERSITY Pittsburgh, PA

Bachelor of Science in Decision Science and Human-Computer Interaction

Minor in Business Administration, May 2006

Dean's List, GPA 3.48

Course work includes: Interaction design, HCI methods, Interface programming, Information systems management, Production & operations management, Statistical methods, Decision analysis, Sound recording, Biomedical engineering

## SKILLS

### DESIGN DELIVERABLES & METHODS

Wireframes & functional spec, site maps, personas, user flows, concept boards, creative plans, low and high fidelity prototypes, heuristic evaluation, think aloud user testing

### COMPUTER SKILLS

Proficient: Illustrator, InDesign, Omnigraffle, Flash, Actionscript, Office

Familiar: HTML, PHP, Javascript, CSS, SQL, Photoshop

## PORTFOLIO

See <http://www.randomdestiny.com> for examples of past work.