Michael Marotta

USER EXPERIENCE DESIGNER

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EXPERIENCE

NAVTEQ/NOKIA — USER EXPERIENCE DESIGNER Summer 2008-2010

- Designed company's first consumer and business facing map editing portal.
- Provided user research and analysis, conceptual designs, and wireframe deliverables.
- Conceptual stage designs for Navteq.com homepage and new 3D map portal.
- Streamlined workflow on internal admin tools used by system administrators.

REVOLUTION HEALTH — USER EXPERIENCE DESIGNER Summer 2006-2008

- 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 R&D, manufacturing, and IT departments on various projects

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, design prototypes (high and low fidelity), personas, storyboards, concept boards, site maps, think aloud user testing, heuristic evaluation

COMPUTER SKILLS
Proficient: InDesign, Fireworks, Illustrator, Omnigraffle, Flash, Actionscript, Office
Familiar: Wordpress, HTML, PHP, Javascript, CSS, SQL, Photoshop

PORTFOLIO

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