

# Mike Frugaletti

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I am a creative thinker and passionate designer who thrives on collaboration, user research and innovation. I am inspired by everything and everyone around me and utilize design to better enrich people's lives and user experiences.

## Work Experience

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### **Trendage | San Jose**

UX/ UI Design and Researcher | Present

User research involving persona development and user flows  
Redesign site features using wireframes, usability & a/ b testing

### **Tilo | San Jose**

UX/ UI Design and Researcher | Present

User research and design to improve upon existing platform,  
identify demographics and key application features

### **General Assembly | San Francisco**

UX/ UI Design and Researcher | 2014- 2015

Bridgecrest Medical- Client project to develop a fatigue management system integrated with wearable devices

Guitar Center- Initiated school project to improve their existing digital presence by creating a new social platform

True Spirit- Initiated school project to develop an e-commerce website for a mock online retailer

### **Casa Alto Vidigal | Rio de Janeiro**

Creative Director | 2010- 2014

Developed and oversaw annual programming for club nights, photo shoots, TV and film events

Demonstrated strength in client relationship development and task management

### **The Rio Times | Rio de Janeiro**

Editor & Content Development | 2008- 2014

Managed the Nightlife Guide of online and print publication

### **Business Solutions Int. | Rio de Janeiro**

Translator & Content Developer | 2009- 2013

Translated various websites from Portuguese to English

Developed content for multiple websites

SEO management

### **English Teacher | Rio de Janeiro**

English Teacher- Conversational & ESL | 2007- 2014

Taught English in both private and classroom settings

### **Indepandant Music Producer & DJ**

Professional musician and DJ | 2001- Present

## Education

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### **General Assembly | San Francisco**

UX/ UI Immersion Course

### **Expressions | Emeryville**

AA- Sound Arts

## Skills and Tools

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User Research

User Centered Design

Information Architecture

Sketching & Ideation

Wireframing

Prototyping

Usability Testing

Content Management and Development

Personas

Journey Mapping

Basic HTML 5

Basic CSS

## Languages

Brazilian Portuguese

## Tools

Sketch

Omnigraffle

Pop

Photoshop

Invision

## Interests

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Music Production

Sound Design

Snowboarding

Traveling

Hiking

Martial Arts

Reading

Movies

Cooking