Hey! I am Mirko

I am a minimalist and a creative problem solver with 13+ years of UX, UI, and team leadership experience with a proven ability to create design strategy, build collaborative teams, and deliver products. I focus on creating meaningful experiences through design while creating unique products that solve a wide array of my customer's needs.

I dynamically lead rather than manage teams by inspiring people through purpose and collaboration. I am a visionary with a strategic mindset who can partner with others to execute the strategy.

Work History

DIRECTOR OF UX & DESIGN

MaxOne

Aug. 2019 - Current.

Leader and director of a remote UX team. In charge of creating structure and a ground-up implementation of a brand new design system for all new and legacy projects. I enjoy collaborating with the investors and partners to create best-in-class user experience from machine-learning consumer training mobile apps and large data-migration systems to Virtual Coaching Platforms(VCP) for athletic teams and organizations.

PRINCIPAL UX DESIGNER
& ASSOCIATE DIRECTOR

Bodybuilding.com

Aug. 2018 - Sep. 2019

Driving and managing the UX strategy, planning, and stress testing the products to deliver industry-leading results to the end-user. As a director/principal designer, my role is to oversee the entire process from the initial discovery and planning stages to final QA processes and delivery. The process is driven utilizing user-centric design while constantly optimizing for business requirements. Worked on instituting new practices to move to a truer Agile methodology while working with product owners and engineering teams to make sure every step of the process is accounted for.

SR. DIGITAL PRODUCT OWNER

Ventive, LLC

Mar. 2017 - Oct. 2018

As a user-centric product owner working hand-in-hand with the CTO to develop new tools and strategies for an extensive list of clients while leading a team of 12-14 offshore designers and developers. Everything from screening, hiring, creating an onboarding process to driving, and delivering fast product releases. Leading product design and development cycles, prioritize incremental improvements, and maintaining the product during its life-cycle using Agile methodologies. Ranked #172 on the Inc5000 list for 2018.

**UX & CREATIVE DIRECTOR**

Valitics Inc.

Jan. 2012 - Mar. 2017

Leader of a production team, taking charge of anything from web and print to branding projects. Hired, trained, built, and led a team of UX, visual designers, and developers. Provided coaching and mentorship, developed product design, and hand-off process to streamline the Agile process. Worked with leadership to covert a small SEO Analytics company into a full-blown Ad Agency in under 3 years.

My Product Process

EFFORT

TIME
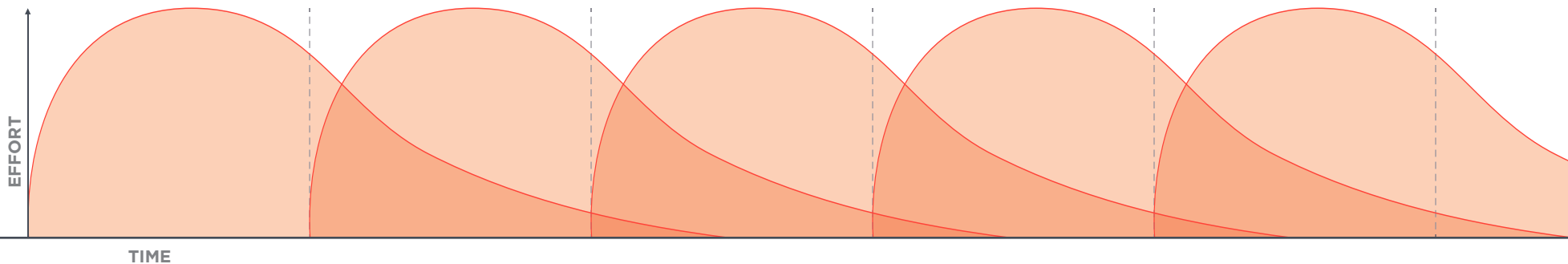
Product Definition
UNDERSTAND & VALIDATE

Problem Definition

Expectations & Strategy

User Research

Competitive Analysis

Goals & Metrics

Discovery
IDEATE & EXPLORE

User Journey Mapping

User Stories

Sketching / Wireframing

Low Fidelity Prototypes

Information Architecture

Concept + User Testing

Design
DESIGN & REFINE

Styleguide Creation

Visual UI Design

Design Iteration

High Fidelity Prototypes

Production
BUILD & MONITOR / QA

Hand-off Asset Creation

QA

Code Review

SEO/ASO Optimization

Re-evaluate
VALIDATE & ITERATE

User Feedback

A/B Testing

Update Feature Roadmap

Analytics Tracking

Professional & Technical Skills

TECHNICAL PROFICIENCY

Sketch / Figma / Wireframing
Low and high fidelity UI designs and initial prototype creation using Sketch and Figma.

InVision / Principle / Balsamiq
Used in the initial prototyping stages, for user testing and sometimes for animation and interaction design.

Lookback / UserTesting / Interview
Testing designs with real-life users is critical to making good UX decisions.

Zeplin / Avocode / Invision
Efficient design redlines and hand-off is critical to any projects involving engineering efforts. Good notes aren't a substitute for a good hand-off meeting.

Photoshop / Illustrator / Lightroom
NAPP Member - Pixel perfect designs only go so far. When it comes to the creation of final assets and elements tools like Photoshop and Photo Processing software are necessary to round out the process.

Google Analytics, Adjust, SensorTower
The only thing worse than no data is too much data. Making sense of analytics is crucial to decision making and to pinpoint the problem to find a better solution.

HotJar, Full Story, Inspectlet
Recording and feedback tools are used to paint the full picture of the users, their journeys, and decision making patterns. These tools are crucial. to improving the user's experience.to improving the user's experience.

HTML / CSS / SCSS / Javascript, Webflow
Creating rapid and functioning prototypes is the key to fast product delivery. Involving engineering at such early stages can sometimes be very time consuming and unnecessary. Static design and notes can be better explained with conceptual working prototypes.

And much more...
Other tools that I use regularly that help compliment the rest of my process are tools such as Premiere and After Effects for animation concepting and direction...

Thank you for your time

Great products aren't created in isolation.
I enjoy working with multiple teams and even taking on the role of a multidisciplinary product owner to truly understand the underlying problems my products are trying to solve. Thank you for taking the time to read through my resume and please don't hesitate to reach out to me.