MIKAEL HARASH

UI/UX Product Designer with over 10+ years of experience in the design field. Throughout the past decade, I have collaborated with a diverse range of clients, from startups to large enterprises. My role has involved extensive collaboration with Product Managers, Developers, Stakeholders, and QA Testers to bring exceptional design outputs to fruition.

EXPERIENCE

POCKETSTOP LLC.

Product Designer, October 2023 - March 2024

- Spearheaded the design process for a new feature in the SaaS product "Desktop Alerts," collaborating with cross-functional teams to conceptualize, create wireframes, prototype, and iterate the user interface. This resulted in a user-centric product that achieved a 30% increase in user engagement.

- Led whiteboarding sessions with the Product Manager and Head of Products, contributing to idea generation and conceptualization. Actively participated in scrum meetings, ensuring that deliverables met acceptance criteria and aligned with project goals. Successfully shipped UI designs to the development team in code.

- Developed a robust design system and meticulous user guidelines to ensure consistent, ADA-compliant product interfaces, streamlining the development process and enhancing user accessibility.

- Performed in-depth quantitative and qualitative data analysis, utilizing key metrics and monitoring conversion rates to gain insights into user behaviors and preferences.

FLITE GOLF & TECHNOLOGY

Lead UI/UX Designer, Nov 2021 - March 2023

- Designed and developed the complete Range Management System (RMS) for clients. Collaborated closely with the Director of Venue Operations Systems to seamlessly transition the UI into code during the handoff process.

- Served as the main liaison between software engineers, project managers, stakeholders, and clients for all UI/UX design-related inquiries and updates.

- Conducted user research and competitive analysis, studied human interactions with Flite products, and identified crucial improvements for Games, Range Management System, and Applications.

- Created storyboards, flowcharts, wireframes, clickable prototypes, Lottie animations, and user journey maps for various scenarios in Gaming, Bay Tablets, SMS User Flow, and the Range Management System.

- Redesigned the entire Unity game UI, collaborated closely with Unity team to ensure the UI was implemented correctly.

- Designed Retail Reservation websites and mobile applications for Golf Ranges in accordance with third-party agencies.

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SKILLS

Interactive Prototyping
Journey Mapping
Design Systems
User Stories
Whiteboarding
A/B Testing
Competitive Analysis
User Flowcharts
Information Architecture
Micro Interactions
Motion Graphics
Lo-Hi Wireframes

TOOLS

Figma
Qualtrics/Hotjar
Webflow/Framer
Adobe Photostop
Adobe Illustrator
Adobe After Effect
Lottie Animation
Miro
Zapier
Blender

TECHNOLOGIES

HTML5
CSS/Tailwind
React js
GSAP/LENIS

MIKAEL HARASH

PAPER PLACE - SAGE

Lead Designer, Oct 2020 - Nov 2021

- Partnered with SAGE/PPAI distributors to supply the best options for promotional products from Cups, Napkins, and Koozies..etc
- Created and edited complex designs and emailed 3-D mockups and digital proofs to clients to incorporate feedback.
- Coordinated with Event Planners, Enterprises, and Non-Profit Organizations to offer suggestions on how our imprints will make their events stand out.
- Trained and managed designers on how to utilize CorelDraw, Setup Preflight, and Prepress files for different imprint methods.
- Performed web design and maintenance for the Company's SAGE website so clients can browse the employer's newest inventory.

WINDY CITY NOVELTIES

Graphic Production Designer, Nov 2017 - May 2019

- Designed high-quality flyers, brochures, postcards, and email blasts.
- Performed website maintenance for the employer's E-Commerce website.
- Coordinated with Event Planners, Enterprises, and Non-Profit Organizations to offer suggestions on how our imprints will make their events stand out.
- Redrew customer designs in usable vector files to ensure high quality design.
- Captured professional pictures for new items and performed photo editing.

AMSCAN INC.

Packaging - Production Designer, May 2015 - Sep 2016

- Partnered with Amscan's creative director to create three card game prototypes of which the game was formally presented to Walt Disney.
- Developed from initial concept through design, management, and resource planning for the final product, which is currently sold at Party City Stores.
- Evaluated output and made adjustments to obtain desired level of image quality.
- Planned and supervised projects to prioritize, track, handle, and time schedules of jobs.
- Designed top notch packages for new card games and puzzles.

EDUCATION

UNIVERSITY OF BRIDGEPORT

Bachelors in Graphic Design 2013 - 2015

HOUSATONIC COMMUNITY COLLEGE

Associates in Graphic Design 2011 - 2013