

EXPERIENCE AND RESULTS

Currently I design and deploy user interfaces and design websites, mobile and big data legacy CMS & CRM systems for various industries; I turn complex objectives into efficient and attractive experiences and advise on all aspects of deliverables, monetization and content strategy. My experience in digital marketing, lead gen, SEO and lean-agile methodology fuels my design process. My career spans advertising & publishing sectors to building interactive kiosks in the auto sector for TrendFinancial.com, to leading development and creative teams at Gotoloans.com, real estate brokerage SuttonSummit.ca, education company InventiveKidz.com & Schoolism.com, and designing ATS portals such as DailyTalent.com. I'm a hands on manager with 13+ years' experience and 7+ years' experience leading multi-disciplinary teams. Companies I've worked for include US Air Force, Rogers Canada, Imperial Oil, BDC, CIBC, Capital One, Sutton, Remax, IAMGOLD, Electronic Arts. My digital marketing accolades include 160+ Million YouTube views, \$1.1 Million in product sales as Influencer on Amazon in 2021. Writing credits with HuffingtonPost.com and 40+ Amazon.com publishing credits.

WORK EXPERIENCE

DailyTalent Group / UI UX Designer – Technology Consultant

August 2021 — Current (Contract Part-time)

- Re-design legacy CMS and optimize pages for mobile
- Audit competitive platforms and present recommendations to improve product experience
- Present interaction and design recommendations based on and pain points, user behaviours and motivations
- Execute storyboards, flow diagrams, mocks, wireframes

Collaborative Mediation Law / Creative & Technology Consultant

November 2020 — Current (Contract Part-time)

- Lead website design and development from ideation to execution
- Responsible for Branding and strategy of digital marketing assets and website deliverables
- Oversee social media campaigns and analyze metrics for improved lead generation
- Execute storyboards, flow diagrams, mocks, wireframes

Inventive Minds Kidz Academy / Technology & Digital Marketing

March 2019 — November 2021 (Contract Part-time)

- Responsible for building front and back end website management system for www.inventivekidz.com
- Consult on digital marketing strategy and execution of FB/Google PPC campaigns
- Oversee remote creative teams in executing print, video, digital marketing assets for lead generation
- Identify pain points to identify website opportunities and improve product experience

Sutton Group Summit Realty Inc. / Chief Technology Officer

July 2020 — July 2021 (Contract Part-time)

- Lead the development of www.suttonsummit.ca website and mobile and digital strategy
- Responsible for technology partnerships and integration of APIs and third party lead generation tools
- Present low to high fidelity interaction wireframes, mock-ups, workflows to stakeholders based on objectives
- Identify pain points, conduct usability testing to identify problems and opportunities to improve the product experience
- Oversee creative assets and design of recruitment on-boarding materials

Go To Loans / UX UI Lead, Director Of Marketing

May 2018 — Feb 2019

- Lead User Interface and Experience Designer on 2020 AUTO Lending App of the Year
- Provide UI / UX recommendations on all aspects of GoToLoans.com B2B, B2C software, web and mobile applications
- Create wireframes, mocks, workflows for customer, vendor, lender and administrative user interfaces
- Identify pain points, conduct usability testing to identify problems and opportunities to improve the product experience
- Responsible for all marketing functions which include branding, product marketing for GoToLoans mobile / desktop application

TREND Financial / Principal Creative Director, UX UI Designer

Jan 2017 — May 2017

- Work closely with sales teams to support their growth strategy through development of digital tools
- Lead development team to realize and execute company objectives and help business growth
- Lead/Oversee re-branding of print/digital assets and conceiving future vision of TREND's enterprise suite of products
- Design user experience and interactive designs for web applications and interactive trade show kiosks
- Responsible for revamping of the Trend Accelerated Lending Kit (TALK) Website and Application
- Translating concepts and ideas into effective information architectures

The Logic Box / Creative Director / Lead UI UX Designer

Nov 2015 — Jan 2017 & March 2019 — July 2021 (On-Call)

- Responsible for creative design, marketing decisions for internal clients and delivery of digital assets
- Design and UX Lead on <http://schoolism.com>, Canadian Black Book mobile app (CBB Connect), <http://reviewclerks.com>
- Conduct stakeholder meetings and determine business needs
- Help adopt new technology and prototype new concepts for CMS and CRM software applications

Mad Artist Publishing / Vice President of Digital Marketing

Jun 2011 — Dec 2015 & Jan 2020 — May 2021

- Grew Channel to 450,000 Subs and 150 Million + views on www.youtube.com/madartistpublishing
- Direct all marketing and public relations activities to improve customer experiences and conversions
- Develop customer-oriented messaging to drive sales via social media, digital and traditional media funnels
- Management of advertising & communication programs to increase traffic and engagement with prospective customers
- Create and execute marketing strategy for book publishing and video content distribution
- Drive detailed and efficient media buying through international aggregators
- Lead production teams and ensure of timely delivery of all creative assets within the budget

TMP Worldwide / Sr. Art Director, Web Developer

Mar 2010 — Apr 2014

- Ideation, planning and execution of storyboards for digital advertisements campaigns
- Work closely with account development teams across Canada to develop innovative recommendations based on digital trends
- Produce UI designs for mobile and desktop websites for company's internal TalentBrew platform
- Code and script interactive prototypes for clients such as US AirForce, IAMGOLD, PENN West
- Create user task flows, wireframes and UX design comps using Dreamweaver, Axure

Eureka Media / Chief Technical Officer

Mar 2006 — Mar 2009

- Responsible for all aspects of design and development of AeroCinema.com video-on-demand platform
- Oversee hiring and mentorship of engineers and web designers
- Developed user interface, site architecture diagrams and conducted user experience audits
- Responsible for the overall look and brand of initial web channels and monetization methods
- Executed development and roll-out of social features to engage and increase end-user interaction
- Responsible for cataloguing and digitization of 400+ hours of PATHE video

EDUCATION

Sheridan College - Post Graduate 3D Animation, 3d Animation, CGI	2004
York University - Digital Design Certificate, Digital Design & New Media	2004
York University - Bachelor of Design, Graphic Design & Marketing	2003
Lambton College - Graphic Design & Communications Diploma	1999

TESTIMONIALS

32+ Client Recommendations located at www.linkedin.com/in/marcinmigdal

PORTFOLIO URLS

<https://gotoloans.com>

<https://suttonsummit.ca>

<https://collaborativemediationlaw.com>

<https://dailytalent.com> (In-Beta)

<http://inventivekidz.com>

<https://www.schoolism.com>

<https://reviewclerks.com> (In-Beta)

<https://ezflipbookcreator.com> (3D flipbook management and PDF parsing software)

<https://www.canadianblackbook.com/business-products/cbb-connect>

MAIN PORTFOLIO - <http://marcinmigdal.com/page/portfolio>

UX UI - <http://marcinmigdal.com/page/ux-ui-design>

ADVERTISING - <http://marcinmigdal.com/page/digital-advertising-print-media-and-creative-direction>

DESIGN & BRANDING - <http://marcinmigdal.com/page/custom-business-card-design-and-logo-design>

SKILLS

USER EXPERIENCE - USER DESIGN <ul style="list-style-type: none">• Invision• Axure• Gliffy• Adobe XD• Sketch• Figma	DEVELOPMENT <ul style="list-style-type: none">• Bootstrap• Laravel• MySQL• PHP• HTML5• CSS• JQuery
CREATIVE SOFTWARE <ul style="list-style-type: none">• Adobe Photoshop• Adobe Illustrator• Adobe Indesign	MANAGEMENT <ul style="list-style-type: none">• Jira• Freedcamp• Trello• Monday.com
VIDEO / ANIMATION SOFTWARE <ul style="list-style-type: none">• Sony Vegas• Adobe After Effects• Final Cut Pro• Autodesk Maya Animation Software	