

Mike Gorgone

UX Architect, Research & Strategy
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THINKER | DOER | IMPROVISER

I love designing engaging digital experiences for people. I thrive at a company that fosters a supportive and collaborative culture that values everyone's point of view when solving problems.

Even with 20+ years in the software industry, the last 5+ in User Experience, I'm always learning. I am endlessly fascinated by the UX process and how research and strategy (when done right) can make a project soar.

WHY I MOVED INTO UX



To be part of a collaborative, supportive and creative team



To be a thought leader and strategic planner



To create and build things that help people



To bring the two worlds of UX and Improvisation together...
www.improvux.com

SKILLS

- | | | |
|--------------------------------|------------------------|------------------------|
| → Axure / Sketch / Omnigraffle | → User Interviews | → Heuristic Evaluation |
| → Information Architecture | → User Surveys | → Photoshop |
| → Concept Maps | → Usability Testing | → Agile/Lean UX |
| → Sitemaps | → User Personas | → HTML5/CSS/JavaScript |
| → Wireframing | → User Scenarios | → SASS/LESS |
| → Lo-Fi/Mid-Fi Prototyping | → Competitive Analysis | → ASP.NET, VB.NET & C# |
| → Prototype Specs | → Content Audit | |

EXPERIENCE

ERNST AND YOUNG

UX Architect, Research & Strategy

FEBRUARY 2018 – PRESENT

- Various projects for the Global Digital, AI Labs, Assurance and Financial Advisory Services groups, using the following methods (not each phase or method used in each project):
 - Project Kickoffs covering the “big idea” being considered, the business case, goals, problems and scope, users, deliverables, assumptions, risks, timeline and budget priorities and the stakeholders' needs; resulting in one-page “Project Brief.”
 - Discovery phase including the initial knowledge transfer. I gather requirements through meetings and interviews with stakeholders and business analysts to understand the problem space, then identify users for interviews and/or surveys to gather qualitative data/user insights.
 - Insights phase consists of working with stakeholders and business analysts to identify the strongest issues, and then create user scenarios, use cases, and tasks flows along with a summary report to highlight the most pressing user issues.
 - Concepts phase includes initial ideation across possible solutions, and creating information architecture, concept maps, flow diagrams etc. I then present ideation documents to my colleagues and project team for feedback and iteration.
 - Prototype creation which consists of both Axure prototypes and Sketch/InVision clickable prototypes. Usability tests have been conducted for two projects, in

which I created the usability testing script and ran the users through the tests. Once designs are approved, they are passed off to the visual design team.

COX AUTOMOTIVE

UX Architect

JULY 2016 – JULY 2017

- Worked on the EOC IT Scorecard website redesign to help IT staff better analyze and track impacts and incidents as well as see historical trends in the time taken to identify and resolve issues. I was in charge of user survey creation, existing site and content analysis, functional specification creation, wireframes and interactive prototyping using HTML5, CSS and JavaScript/JQuery.
- Worked on the Serebro Mobile App redesign to help IT staff be better informed of new and ongoing impacts and incidents allowing them to respond to affected customers with up to date information. I was in charge of analyzing and mapping out the existing application's functionality and design. I worked on the wireframes and IA and IxD for the 2.0 version of the application.
- Supported my Director's weekly informational meetings with executives by creating infographics to help convey EOC triage procedures.

PERFICIENT

UX Architect, UI Developer

JANUARY 2013 – MAY 2016

- Client consultation work focusing on helping clients create or redesign websites that resulted in sketches, mockups, wireframes and low-to-high fidelity prototypes using Axure RP, HTML5/CSS/JavaScript.
- Worked closely with researchers, designers, and web/mobile experts to help Clients understand their User's needs. After having documented those requirements, the desired functionality and website structure would be iteratively created in order to produce an optimal, interactive user experience. I also worked with implementation teams to translate prototypes into their platform of choice, i.e. SharePoint, WebSphere, Sitecore, etc.
- Client consultation work that resulted in UI implementation using responsive frameworks (Bootstrap, Foundation), HTML5 and SASS frameworks and CSS preprocessors.

EDUCATION

ART INSTITUTE OF PITTSBURGH ONLINE

Web Design Diploma

2008

IO (improvOlympic)

Training Certificate

2001

SECOND CITY

Training Certificate

2000

LOYOLA UNIVERSITY OF CHICAGO

Masters of Computer Science

1996

UNIVERSITY OF DAYTON

Bachelors of Electrical Engineering

1992