Michael Bertoni
UX Designer
Illustrator

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MISSION STATEMENT

I strive to create compelling user-centered design solutions, uncovering design processes for technology and user experience design to work together. Continuing to learn about new technology for product development and being part of a creative team is my professional goal.

My interest in typography, color theory, illustration and user experience design is not only a career, but a lifestyle choice.

SKILLS

Focusing on user-centered design principles with wireframe methods starting at research and customer feedback, by facilitating group collaboration throughout the entire design process.

Tools: Adobe Illustrator, Photoshop, Xd, After Effects, InDesign, Sketch, Figma, Procreate, Hype 4, Miro, Sublime Text (HTML/CSS), Xcode, Swift UI

EDUCATION

Digital Media Department, Cabrillo College
Career Achievement Certificates: Web Design & Development, Motion Media

School of Art & Design, San Jose State University
Bachelors of Science: Graphic Design & Illustration

PROFESSIONAL EXPERIENCE

Apple
AppleCare Diagnostics & Repair
Senior UI/UX Designer
2013 to Present

As a founding team member and only designer within this software engineering team, I installed a design process for exploring innovative user experience design solutions for all Apple products worldwide. The creation of a design process for our team by implementing user-centered design principles resulting in wireframes, instruction illustrations, interactive prototypes and red-line specifications for development.

- Our software products increase Apple's revenue by educating the customer and enabling the technician to work effectively

- Established a design language that is accurate throughout our diagnostics for cohesive design patterns and systems within AppleCare Diagnostics

- Collaboration with cross functional teams encompassing Software Engineering, Human Interface Design and Product Marketing

- Interfacing with software engineers with knowledge of Xcode and Swift UI that pertain to terminology for front-end user interface design development

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Bertoni Design
Self-Employed Designer
Graphic Designer, Web Designer
2009 to 2013

Consulting with a variety of small businesses, agencies and corporate teams. I build relationships with my clients that trust me to provide solutions that grow their business and give their customers cohesive user experiences.

- As a designer with over 2-decades of experience, I can self-start research and strategize in alignment with my client's requirements to deliver world class creative design solutions

- Ability to conceptualize and execute creative ideas for presentation to stakeholders of all levels from manager to vice president

- Produce innovative ideas with collaborative input by seeing beyond their market, providing a scalable design strategy for their brand or product

- Applied knowledge in HTML/CSS as a designer with the understanding of code structure for accurate interpretations of visual design wireframes

- Participation from the client within the wireframe stages of mobile and web design projects is crucial for immediate feedback and iteration

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Plantronics Inc.
Consumer Electronics
Design Manager, Designer
2006 to 2009

I had the honor to lead a team of designers involving marketing design, interactive media and packaging design solutions for enterprise and retail markets. Expanding brand awareness into new markets for mobile professionals and video gaming with telecommunication and audio consumer electronic products.

- Created a design language in tandem with innovative product design to a new generation of mobile consumers in retail and channel markets

- Collaborated with the e-Business team to evangelize the brand through online marketing, resulting in a wider audience of consumers that were reached globally within the telecommunications market

- Applied knowledge in HTML/CSS as a designer with the understanding of digital design and media with translatable visual design solutions

- People person with a team involvement mindset for engaging creative ideation and conceptual brainstorming

- Design systems and brand guidelines were produced by our team to build a cohesive voice and image to our consumers