

Michael Martinjuk

Experience

RESEARCH INNOVATIONS : SENIOR UI/UX DESIGNER

6/2012 - PRESENT

Developed mobile applications and web products for military and homeland security environments. Utilize human-centered design methodologies to collect actionable insights when building a user's experience. Creates design systems for users who need to comprehend and manage complex data, such as geospatial mapping, analytics, and strategic planning. Provides stakeholders with viable solutions that are the synthesis of our user needs, business goals, and technical constraints. Collaborates with engineering and product team members through design reviews and prototypes to manage the implementation of products.

GODDARD GUNSTER : ASSOCIATE ART DIRECTOR

11/2007 - 6/2012

Focus on promoting awareness with writers and account managers to define creative units that break through the clutter and engage an audience's attention. Managing artists and vendors to ensure completion of project objectives and quality in final deliverables. Content creation and management varies per project from traditional newspaper advertisements to interactive web experiences. Significant focus on application of content into mediums that best utilize the current technology to extend the message and engage the targeted audience.

NICHE MEDIA HOLDINGS, LLC : PROMOTIONS ART DIRECTOR

6/2005 - 11/2007

Designed and implemented creative strategies for Niche Media and their six city-based luxury magazines. Responsible for the creation of corporate communications, editorial advertising sections, exhibit design, corporate branding, and marketing materials. Collaborate with editors and business managers to foster growth with client advertisers. Introduced web based marketing techniques to increase sales and marketing reach to advertisers and readership.

Contact

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Skillset

GATHERING:

Usability Research, Focus Group Testing, and Design Thinking

ITERATING:

Adobe Creative Suite, Sketch, and InVision

BUILDING:

HTML, CSS, Atlassian Suite, and IntelliJ

Education

Bachelor of Arts, Graphic Design
The Pennsylvania State University

Ongoing Education

AUGMENTED REALITY:

MapBox + Unity Tutorials for mobile mapping

WEB CLASSES:

IDEO, Udacity, and Norman Neilsen

READING:

The Ten Faces of Innovation,
Designing for How People Think

