

Mike Sgro

Product Designer

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www.mikesgro.media

EXPERIENCE

Mike Sgro Media - Freelance Designer

JULY 2017 - PRESENT

Lead UX/UI research, user testing, design ideation, copywriting, prototyping and product management in an entrepreneurial, client-facing role. Agile, iterative design processes were utilized to develop products for both the digital and physical world.

Table Football International - Media Director

DECEMBER 2020 - PRESENT

Voted in to lead the development of interaction design, social media and accessibility guidelines for an international sports governing body. Headed up focus groups and committees to conduct user research and copywriting for the development of UX/UI and brand design guidelines.

Torinit - UX Designer

MAY 2020 - JULY 2020

Created user flows, information architectures, wireframes and mockups within a team for a UX/UI design agency startup. Utilized agile design methodologies to quickly iterate during the prototyping process, interviewing users and delegating tasks in a fast-paced environment.

Athletic Knit - Graphic Designer

APRIL 2018 - JUNE 2019

Crafted digital mockups, production-ready files and written media material for a sports uniform company. Collaborated as part of a cross functional team in conjunction with the sales department and garment factory to facilitate design ideation and print production.

Dashboard - Product Operations Specialist

FEBRUARY 2016 - JUNE 2017

Managed the user experience of a SaaS web hosting product. Interviewed users and implemented feedback, while developing user empathy and collaborating with graphic design and web development departments to make changes with Sketch, HTML & CSS.

EDUCATION

Juno College - UX Design

Jul 2019 - Sept 2019

UOIT - BA Communication

Sept 2009 - June 2013

SKILLS

UX Design

Product Design

Graphic Design

Copywriting

Communication

3D Design

TOOLS

Illustrator

Figma

Sketch

Adobe XD

InVision

Whimsical