Mike Belaboki

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EXPERIENCE

ENTERPRISE DATA RESOURCES INC.

User Experience Designer

- Developed a comprehensive product marketing strategy for the entire brand, resulting in a cohesive and effective marketing approach across all channels.
- Designed and launched a new storefront website for the child company, delivering a user-friendly and visually appealing online presence.
- Created and executed new marketing campaigns for Amazon, YouTube, and eBay, resulting in increased brand visibility and sales.

MIDAS - MOBILE UI

Undergraduate Team Project (Team Leader)

- Developed a mobile user interface using the Goal-Directed Design methodology.
- Conducted user research and usability testing, including facilitating user interviews and creating personas.
- Implemented configurable options to enhance user customization within the interface.
- Produced a high-fidelity interactive prototype for the interface.

BOKI - MOBILE UI

Undergraduate Team Project (Team Leader)

- Led a team of four in creating a mobile user interface using the Goal-Directed Design methodology.
- Took primary responsibility for designing the onboarding process and overall visual style of the interface.
- Designed responsive elements within the interface prototype to improve usability across devices.
- Moderated virtual user interviews and conducted user research throughout the project timeline.

HOME DEPOT INTERFACE - KIOSK UI

Undergraduate Team Project (Team Leader)

- Led a team of three in the development of a stationary kiosk user interface, utilizing Lean UX/Agile methodology.
- Conducted user research with the team to gain insights into user needs and established personas to inform design decisions.

EDUCATION

INTERACTIVE DESIGN B.S.

Kennesaw State University

GRAPHIC DESIGN

Georgia State University

SKILLS

User Research

Wireframing

Prototyping

Customer Service

Sales

TOOLS

Figma

Miro

Adobe Suite (XD, AI, PS)

Pen & Paper

Microsoft Office

METHODS

Lean UX/Agile

Goal-Directed Design

Ethnographic Research

A/B Testing

Heuristic Analysis

LANGUAGES

English (Fluent)

Russian (Fluent)