

MIKE TRUEESE

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SKILLS

User Interface (UI) Design
User Experience (UX) Design
Responsive Web Design
Front-end Design
Agile Project Management
Active Listening
Figma
Axure
HTML and CSS
JavaScript
WordPress
SharePoint

EDUCATION

St Peter's University
Jersey City, NJ 07306

Sept. 1984 – May 1987
Bachelor of Science in Business
Management

GPA: Major: 4.0 / Overall: 3.96

Honors: Salutatorian, Class of
1987; Summa Cum Laude.

WHO I AM

CERTIFIED WEB | FRONT-END | UI / UX DESIGNER

Fluent in client-speak, dev.talk and designer patois

Earned the **Nielsen Norman Group** Certification in UX.

Believes websites and apps should be easy to understand and use – a great user experience means happy and returning clients.

Willing to go the extra mile to delight a client: rethinking approaches on feedback, communicating next steps with extra detail and clarity, and checking back post-launch to verify expectations were met. Uses Agile project skills to implement these methods.

Possesses an excellent intuitive sense of project management issues (technical, social, political) and can rapidly develop solutions with the highest probability for success, and stay within budget.

UI / UX | FRONT-END | WEB DESIGN EXPERIENCE

NRECA : Senior UX Specialist : July 2016 – Nov 2022

UI / UX lead for many of their public-facing websites, as well as the employee intranet. With a combination of SharePoint and WordPress, our SiteDev team designed, coded, and maintained a variety of websites.

Gathered client requirements, and turned those ideas into workable website designs that focused on optimal user experience and intuitive interfaces. Also lead several projects using Agile project management methods.

Selected successes for each website redesign, one year after launch:

- Cooperative.com - bounce rate dropped from mid-70% to mid-20%.
- Electric.coop – page views up 22%; visitors up 28%.
- HomesteadFunds.com - organic and search traffic up 56%, account opens up 30%.
- NRECANow (intranet) - page views up 18%; time on site up 44%.

TEACHING EXPERIENCE

For 3 years (2002-2004) I was an adjunct professor at **St Peter's University** (Jersey City, NJ), teaching *Intro to Website Design* and *Intro to Programming (JavaScript)* to undergrad and graduate students.

This experience helps me with tech support, listening to clients and how best to explain technical topics to non-technical folks.

UX skills used to varying degrees in all projects:

- needs assessment / card sorting
- personas and user stories
- wireframing / user flows (low fidelity)
- visual design and layout (high fidelity)
- interactive prototypes

Concepted, documented and co-designed the first iteration of the NRECA Design System ("Current")

Mike Truese Creations : President/Founder : April 1999 – June 2016

Boutique website design and development firm. Provided full project life cycle efforts on all work: specs – website design (UI / UX) – development (WordPress, HTML, CSS, JavaScript) – testing – launch – ongoing maintenance and support.

Created hundreds of websites for many happy clients.

OTHER EXPERIENCE (PRIOR TO STARTING MY OWN COMPANY)

Weil, Gotshal & Manges, LLP: Manager, Business Application Development

With a team of four developers (direct reports), created Lotus Notes-based business applications for the firm. Developed standards (look and feel, coding, and usage) that allowed for rapid creation and reuse of application components as needed.

Cap Gemini America: Senior Consultant

Lead architect (design/development) for projects, and heavily involved in all aspects of requirements gathering and user interface design & prototyping. Also provided UI/UX reviews for other projects, and reviewed prototypes at successive stages of development for a consistent, user-friendly look and feel.

EARLY CAREER HISTORY

Designer / developer / business analyst roles that spanned several positions. Learned to create project specifications, design interfaces, write and debug quality code, deploy applications, and train and support clients.

Bankers Trust Corp.: Assistant Treasurer

Revlon, Inc.: Micro Workstation Specialist

NYU Medical Center: Systems Analyst

Citibank, N.A. (Cash Mgmt Division): Systems Analyst, Assistant Treasurer

Merrill Lynch & Co.: Programmer/Analyst

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