

# Max Cipicchia — Senior UI/UX Designer

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## INTRODUCTION

I'm a Senior UI/UX Designer who specializes in creating captivating interfaces that transform user experiences. I bring a strong mix of UX research, user-centered design, and precise UI development to the table, resulting in designs that make a measurable impact. My work spans industries like banking, entertainment, music, and social networking, giving me a broad perspective on problem-solving and technical creativity prototyping in Figma. In my recent roles, I revamped the UI for a student gig platform, streamlining the job search process, and redesigned a voice-over talent database for improved usability and productivity. At DocMagic, a SaaS platform for mortgage automation, I implemented a new design system and updated the UI to enhance user experience. I excel at translating concepts into high-fidelity prototypes in Figma and maintain clear communication throughout the design process. Let's connect to discuss how my skills and experience can bring value to your projects.

## SKILLS

Prototyping, Wireframing, User-Centered Design, Design System, UI Design, Branding, Responsive Design, Simplification, Mobile App Design, Features Design, Product Design, Visual Design, Information Architecture, Graphic Design, Interaction Design, Agile Environment, Usability Testing, UX Research, User Flows, Sketching, A/B Testing, User Personas, User Journey Mapping.

## TOOLS

Figma, Adobe XD, InVision, Sketch, Photoshop, Illustrator, InDesign, Apple Keynote, HTML5, CSS3, JavaScript, Concepts App, Microsoft Excel, Microsoft Office, Axure RP, Balsamiq, Zeplin, Jira, Slack, Google Workspace.

## WORK EXPERIENCE

### Bluevents, Los Angeles — UI/UX Designer/ Consultant for two projects

February 2023 – November 2023

#### Project 1: Student Gig Hub | My Work Safari

- Transforms the UI for a platform that connects students to local gig opportunities, streamlining gig discovery and simplifying applications.
- Designs an intuitive interface that allows students to find and apply for part-time jobs with ease, promoting financial independence.
- Creates a dynamic environment that empowers students and offers them flexible work opportunities for both financial and professional growth.

#### Project 2: Voice Over Database Transformation | Broadway Dubbing

- Leads the UI redesign and development of a voice-over company's database, improving user experience and talent search efficiency.
- Implements a streamlined interface that allows users to find and select voice-over talent quickly, enhancing overall productivity.
- Increases database usability, resulting in more efficient work processes and higher client satisfaction due to the improved experience.

### DocMagic, Los Angeles — Lead UI Designer

July 2021 – January 2023

**Summary:** DocMagic is innovative, automated technology (SaaS) designed to advance every stage of your mortgage loan process.

- Updates the user interface, adds new features, and simplifies navigation to improve usability across the platform's different sections.
- Designs high-fidelity prototypes in Figma, establishes a new design system, and crafts user flows for the software's new sections and mobile app.
- Conducts qualitative research, storyboard analysis, and studies of user pain points to gather insights and prioritize user experience improvements.

### Coffeewall, Los Angeles — UI Designer / UX Researcher / Product Designer

October 2019 – December 2020

**Summary:** Coffeewall is a unique social network, website, and mobile app designed for coffee shop businesses.

- Launches a social network tailored to coffee shops, allowing businesses to connect with customers and gather feedback directly from them.
- Conducts qualitative research, using concept testing, focus groups, and customer feedback analysis to gain insights on customer experiences.
- Designs and tests low and high-fidelity prototypes in Figma for a website promoting coffee shops, providing critical support during the pandemic.

### Oodon, Los Angeles — UI Designer / UX Researcher / Product Designer

July 2018 - September 2019

**Summary:** Oodon is an aggregated content platform targeting geek pop culture. Their goal is to create a dedicated platform and community.

- Leads UX research and evaluation, utilizing collaborative brainstorming and design thinking to guide the platform's development.
- Develops user personas, journey maps, flow charts, and mockups, translating research data into actionable design insights for the platform.
- Designs wireframes and interactive prototypes medium, and high fidelity in Figma, ensuring a complete user experience from concept to design.

## Brothr, Los Angeles — UI Designer / Visual Designer / UX Researcher

June 2018 – July 2018

**Summary:** Harley Davidson wants to create a social network platform through which riders' groups can form and plan trips seamlessly.

- Conducts ethnographic field studies to strategize feature sets for a social network platform, focusing on motorcycle riders and their needs.
- Designs a mobile app with new features informed by research, and identifies the minimum viable product (M.V.P.) for efficient development.
- Creates interactive prototypes in Figma, makes feature comparisons, collaborates with UX to create user personas, and prioritizes product design features.

## Golden Globe Awards, Los Angeles — UI Designer / UX Researcher / Software Designer / Team Leader

March 2012 – May 2016 / September 2001 – June 2006

**Summary:** The Hollywood Foreign Press Association (HFPA) needed to redesign the Golden Globe Awards website with a new visual concept and a solution for their Internal Digital System. They also aimed to improve the historical database's search engine for better results across categories like Winners, Titles, Photos, and Videos.

- Redesigns the Golden Globe website, enhances the internal digital system with a new interface, and improves the historical database's search engine.
- Manages live events, coordinates updates, and leads a team of up to eight people, focusing on the execution of the website and system redesign.
- Designs an integrated blog and works on the interface of the historical database's search engine to improve the accessibility and search results.
- Serves as graphic designer and desktop publishing (DTP) for the Golden Globes Program Book, responsible for cover design and post-production.
- Conducts card sorting, information architecture design, prototyping, features prioritization, sketching, and A/B testing to enhance user interface.

## Bluevents, Los Angeles — UI Designer / UX Researcher

January 2002 – January 2018

**Summary:** Bluevents is a full-service Web Design company based in Los Angeles with extensive experience in creating websites and providing design services for the entertainment industry, music, and e-commerce.

- Designs appealing, responsive websites and mobile apps for clients in the entertainment industry and e-commerce.
- Develops user interfaces for music libraries and musician websites, focusing on visual design to strengthen branding and user engagement.
- Communicates with back-end developers and marketing teams, and provides consulting services to align design with business goals.
- Creates interactive prototypes, manages visual design, and handles graphic design tasks, including the creation of logos for a variety of clients.

## EDUCATION

**UX/UI DESIGN** — General Assembly, Santa Monica, CA

**GRAPHIC DESIGN** — I.E.D. - European Institute of Design, Rome, Italy

**ARCHITECTURE** — La Sapienza University, Rome, Italy

**DESIGN AND APPLIED ARTS** — Art School Tuscia, Viterbo, Italy

## LANGUAGES

Fluent in English and Italian; Conversational in Spanish

## HOBBIES & INTERESTS

