

# MICHAEL AMARU

UX UI Design Leader | Elevating Digital Experiences | Driving Scalable Innovation  
michaelamaru@gmail.com | (781) 789-7980 | www.michaelamaru.com | Reading, MA 01867

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## Career Summary

Strategic Leader of User Experience Design with 15 years of experience in human-centric design, UX/UI, and strategic research. Experienced in startup, agency, and corporate environments. Demonstrated success in leading high-performance teams to deliver innovative digital solutions across healthcare, smart devices, advertising, real estate, e-commerce, digital media, and automotive sectors. Skilled in Agile methodologies, MVP development, and leveraging emerging UX/UI trends to drive impactful change.

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## Areas of Expertise

- Strategic Design Leadership
  - Design Thinking and Problem Solving
  - Information Architecture
  - Interaction and Visual Design
  - Research and Strategic Planning
  - Human-Centric Design and Human Factors
  - Project and Team Management
  - Branding and Content Strategy
  - Usability Testing and User Research
  - Technical Proficiency: Figma, Sketch, Adobe Creative Suite, Jira, Trello, Asana, Slack, Microsoft 365, wireframing, interface design, prototyping, print design.
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## Career Experience

### Sr. Manager II, UX UI Design

Ricoh USA | Exton, PA | Digital Services, Enterprise

2024 – Present

- Initiating efforts to unify disparate digital services into a cohesive platform, improving user engagement and navigation.
- Laying the groundwork for a scalable design system to enhance efficiency and consistency across digital experiences.
- Collaborating with cross-functional teams to align UX strategy with business objectives and improve workflows.
- Developing a UX process focused on iterative improvements and quick releases to meet Agile development goals.
- Building strong relationships with stakeholders to identify opportunities for innovation and user-centric enhancements.

### User Experience Director

Mobiquity / Hexaware | Waltham, MA | Digital Consultancy, Pharmaceutical

2022 –2024

- Enhanced cross-functional collaboration by educating on its value and facilitating meetings, leading to more efficient project completion.
- Achieved 100% team retention by fostering responsibility and ownership of project areas.
- Directed a UX/UI design team, improving productivity through frequent check-ins and project management tools, completing an entire release ahead of schedule.
- Optimized onboarding and user engagement through extensive human factors testing and UX guidance, achieving a zero-abandonment rate and surpassing time-on-system KPIs.

- Integrate the client's sleep algorithm into the design, efficiently reusing assets to enhance functionality and meet release deadlines, significantly boosting system metrics and user appeal.

## Creative Director

Display.Stream Inc. | Sunnyvale, CA | Software as a Service (SAAS)

2020 – 2022

- Increased customer inquiries and conversions through competitive analysis, addressing competitors' pain points, and targeted messaging of solutions.
- Enhanced user acquisition and retention through data-driven marketing, SEO optimization, and targeted video content creation.
- Developed a strong brand presence by designing a cohesive look and feel, applied consistently across all communications, and establishing industry authority through regular blog posts.
- Stimulated community engagement by partnering with the local chamber of commerce and a luxury apartment building, promoting local business advertising.

## Director of Product Design

KIC Ventures Group | Malden, MA | Health Tech Investment Firm

2017 – 2022

- Strategized healthcare software design and branding, identifying industry gaps and creating innovative solutions.
- Conducted market analysis, user interviews, and created pitch decks for funding to support product development initiatives.
- Led UX/UI design for a medical device feedback platform, refining design through user testing.
- Conducted competitive analysis to guide product enhancements, leading to the development of unique features that improved market positioning.
- Collaborated with the legal department to secure intellectual property (IP) for new healthcare software applications.

## Co-founder / CXO

SenseDriver Technologies Inc. | Beverly, MA | Digital Automotive Solutions

2014 – 2017

- Founded and secured funding, leading hardware and software product ideation and development through market research, prototyping, and investor presentations.
- Led research and strategy development, consulting with automotive professionals, and conducting independent research and design. Integrated best UX practices from smartphones into the automotive sector.
- Gained significant market presence at CES by showcasing innovative products, securing pre-orders, and obtaining extensive media coverage through targeted marketing and PR.

## Creative Director

SpineFrontier Inc. | Beverly, MA | Medical Devices

2012 – 2014

- Developed a cohesive brand identity and guidelines, updating all marketing materials to ensure brand consistency and enhance visual communication.
- Established and maintained high standards of visual communication and brand consistency by implementing rigorous design review processes.
- Developed a system of templates and provided ongoing support to the sales team, ensuring consistent and effective branding in all sales materials.

## Sr. Graphic Designer

Primary Design Inc. | Haverhill, MA | Marketing Consultancy

2007 – 2012

- Created comprehensive branding and marketing campaigns for a leading multi-billion dollar real estate investment trust (REIT).
- Analyzed local markets to develop unique and distinctive branding for each property.
- Mentored junior designers, fostering a collaborative environment that enhanced professional growth and design quality.

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## Education

Montserrat College of Art

Bachelor of Fine Art