

# MICHAEL AMARU

## Director of User Experience | User Research

michaelamaru@gmail.com | (781) 789-7980 | www.michaelamaru.com | Reading, MA 01867

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### Career Summary

Strategic Director of User Experience with 15 years of experience in human-centric design, UX/UI, and user research. Proven success in leading high-performance teams to deliver innovative digital solutions across healthcare, smart devices, SaaS, advertising, enterprise, real estate, e-commerce, digital media, and automotive sectors. Expert in Agile methodologies, MVP development, and leveraging emerging UX/UI trends and user research to drive impactful growth.

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### Areas of Expertise

- Strategic Design Leadership
  - User Research and Strategic Planning
  - Design Thinking and Problem Solving
  - Information Architecture
  - Interaction and Visual Design
  - Human-Centric Design
  - Agile Methodologies and Project Management
  - Branding and Content Strategy
  - Usability Testing and Human Factors
  - 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

#### User Experience Director

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

2022 – Present

- Enhanced cross-functional collaboration by educating on its value and facilitating meetings, leading to significantly improved project completion efficiency within agile methodologies.
- 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 human-centric UX guidance, achieving a zero-abandonment rate and surpassing time-on-system KPIs.
- Integrated 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) and Enterprise Solutions

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 omnichannel communications, and established industry authority through regular blog posts, leading to increased brand recognition.
- Stimulated community engagement and business development by partnering with the local chamber of commerce and a luxury apartment building, boosting local business advertising and revenue.

## Director of Product Design

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

2017 – 2022

- Strategized human-centric healthcare software design and branding, identifying industry gaps and creating innovative solutions that increased market share.
- Conducted market analysis, user interviews, and created pitch decks for funding, resulting in additional funding to support product development initiatives.
- Led UX/UI design for a medical device feedback platform, refining design through user testing and user research, leading to improved user satisfaction scores.
- Collaborated with the legal department to secure intellectual property (IP) for new healthcare software applications, protecting key innovations and enhancing the company's competitive edge.

## 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, integrating best UX practices from smartphones into the automotive sector, resulting in significant improvements in product usability.
- Gained significant market presence at CES by showcasing innovative products, securing pre-orders, and obtaining extensive media coverage through targeted marketing and PR, boosting company visibility.

## 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, resulting in a stronger market presence.
- Established and maintained high standards of visual communication and brand consistency by implementing rigorous design review processes, leading to improved brand perception.
- Developed a system of templates and provided ongoing support to the sales team, ensuring consistent and effective branding in all sales materials, which contributed to increased sales effectiveness.

## 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), enhancing its market position and recognition.
- Analyzed local markets to develop unique and distinctive branding for each property, contributing to higher property value and tenant satisfaction.
- Mentored junior designers, fostering a collaborative environment that enhanced professional growth and design quality, leading to a more cohesive and innovative design team.

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## Education

Montserrat College of Art

Bachelor of Fine Art