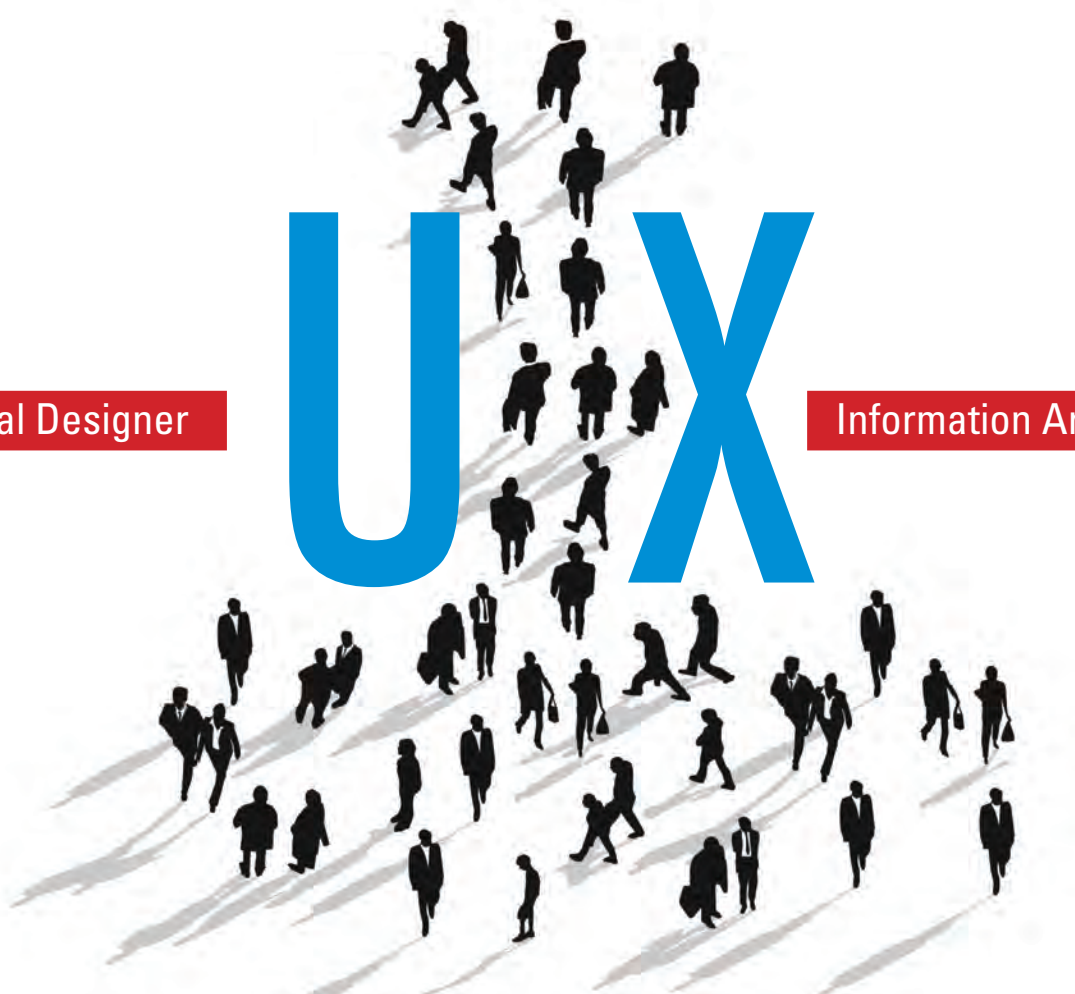


Michael Touna

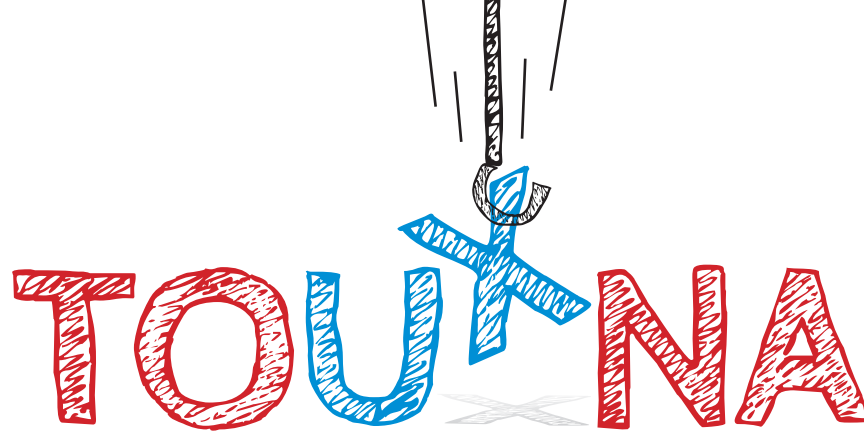


UX

UX Designer | Visual Designer

Information Architect | Prototyper

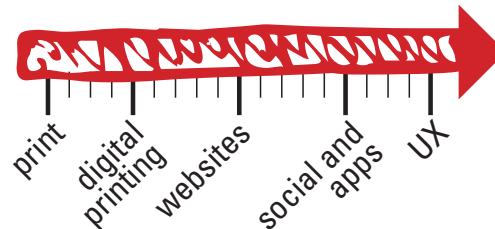
www.mtouna.com | mtouna@me.com | 310-968-0025



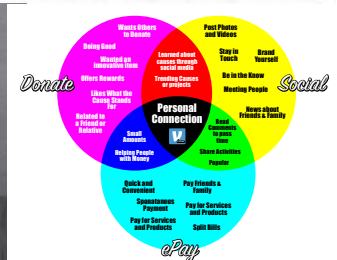
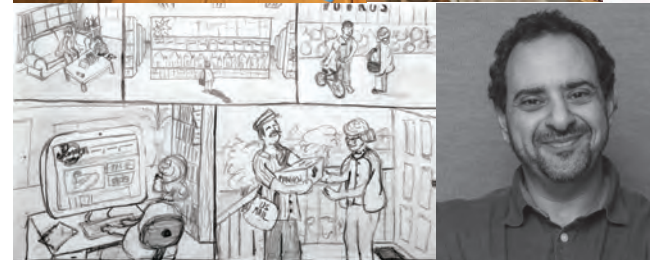
Problem solving is an art, one I welcome enthusiastically.

I make products and services better through the heuristics of UX. I'm a hands-on user experience designer, as well as a passionate and creative problem solver, using the principles of human computer interface development. Driven to take on complex challenges, I thrive on creating constructive and innovative solutions.

15 YEARS OF DESIGN EXPERIENCE



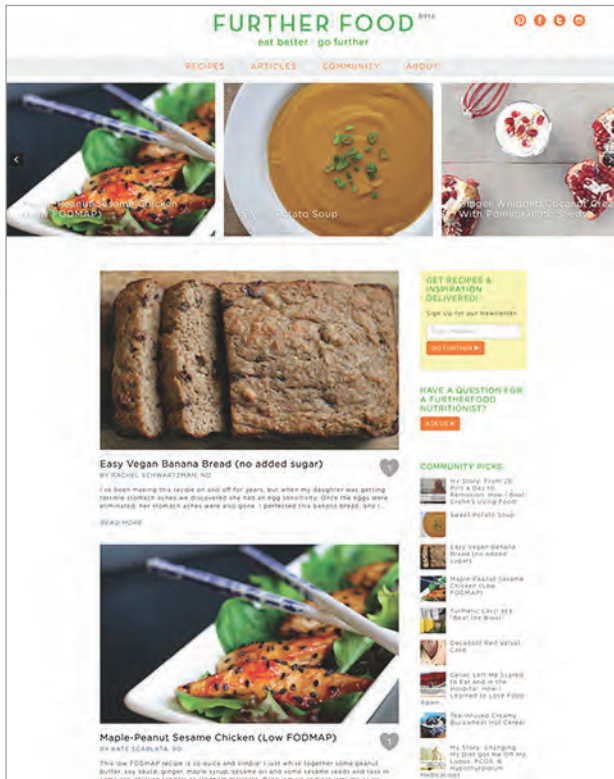
- Research
- Surveys
- Interviews
- Competitive Analysis
- Information Architecture
- Site Maps
- Wireframing
- User Testing
- Iteration
- Visual Design
- Prototyping



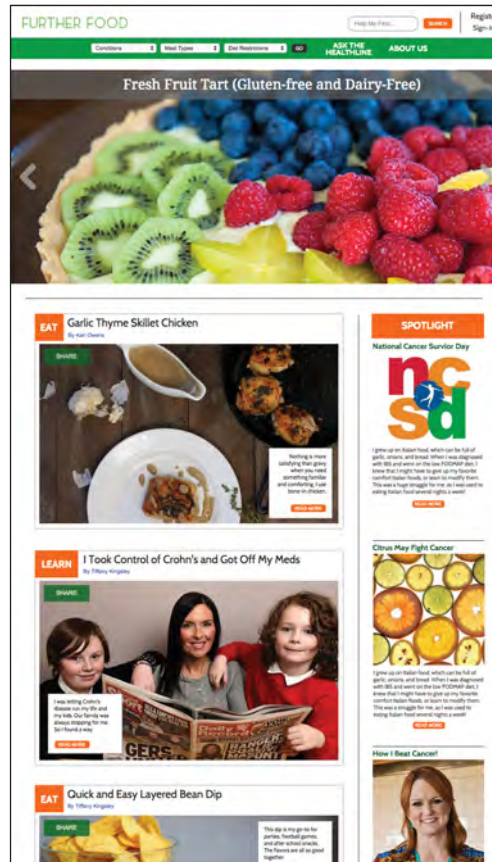
Case Study #1

furtherfood.com

ORIGINAL SITE



REDESIGNED SITE



Further Food, a website helping individuals with chronic illness manage through food, needed a UX design team to address the high exit rate on their site and improve navigation.



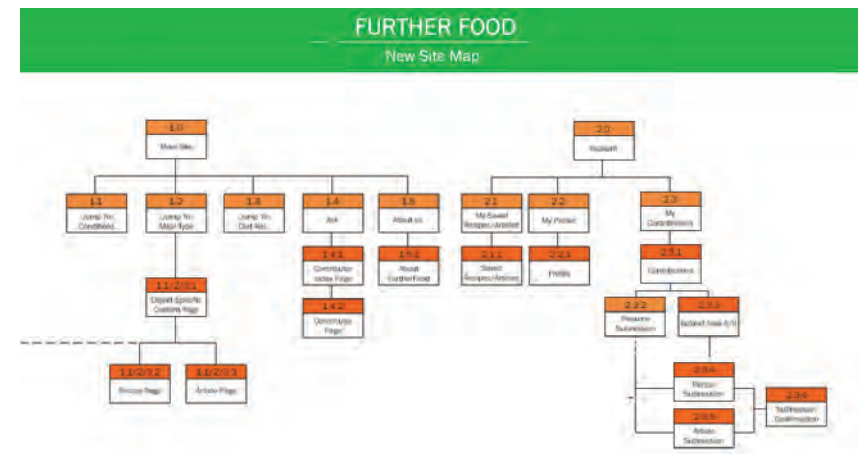
Scan to See
Prototype

Case Study: furtherfood.com

Research

"People think we're just a recipe site. We are so much more."

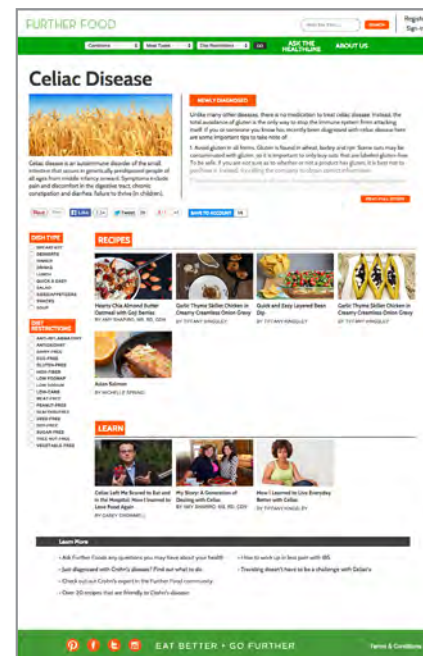
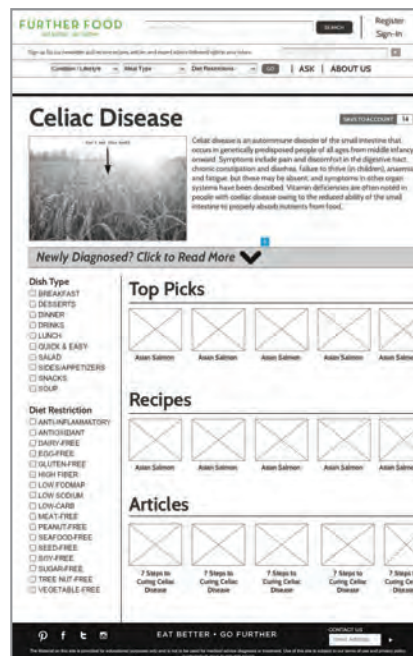
We quickly found our first pain point from this quote by the CEO of Further Foods. Our UX design team (Scott, Rose, and I) determined from the **stakeholder interview** desires for a site that engaged the viewers more. We tackled the **competitive analysis** by examining recipe websites, medical sites and social media support groups. They all touched upon a different aspect of Further Food. Early on, we realized that this wasn't a site about food. It was a site about hope - the hope to feel better through food. We also learned through **user interviews** that users weren't using it to browse recipes. They were highly focused on their condition or illness only. Using this information, we built several **personas** representing the different types of users we found. Without a doubt, the **information architecture** was the biggest challenge of the site. It took a lot of **card sorting** exercises and team brainstorming to find a new structure that provided what users really wanted from the site. This involved a complete overhaul of the site's architecture, filtration, and global navigation. It also introduced a totally new section: an illness-specific page. This is a page that contains all the content for a given illness, since most users are only interested in seeing



The image displays four hand-drawn wireframes for a Q&A website, arranged in a 2x2 grid. The top-left wireframe features a search bar, a 'Top Answer' sidebar with a 'Can' button, and sections for 'What is a...' and 'Whom is...'. The top-right wireframe includes a search bar, a 'Newest' section, and a 'Food Related' filter with a circular icon. The bottom-left wireframe shows a search bar, a 'Food Qs' column, and a 'Condition Qs' column. The bottom-right wireframe, titled 'ASK wireFrame', includes a search bar, an 'FAQ' section, and a 'Questions' section. Red annotations point to 'Top Q&A', 'Questions', and 'Read More' links. A blue arrow points to the bottom-right corner of the grid.



NEW ILLNESS-SPECIFIC PROTOTYPE



Case Study #2

Live Life Lean



Live Life Lean was a brand new brand for Fight Diet Inc. It was targeting a general fitness market. Everything from the logo design to the app was under my direction.

Michael Touna | mtouna@me.com | www.mtouna.com



Case Study: Live Life Lean

As Digital Director, I was hired to help launch a brand new brand for Fighter Diet Inc. My previous experience at Robert Kennedy Media made me well equipped to launch a new brand to target a general fitness audience. My versatile background from working with print material to launching an app gave me the knowledge to make a complete plan for them.



Branding

I worked as the lone designer. Not only was I the big picture strategist but I was the hands-on assets producer as well. My logo design and promo material was my first



step so the company could get people excited about the company's first new spin-off of the highly successful Fighter Diet (which targeted hardcore athletes). A teaser website and promo postcards were developed. The branding started to generate interest quickly.



Social Media Campaign

Creating a buzz on social media was attacked from many angles but with one well-developed plan. The idea was to keep a grass-roots feel. So iPhone images of real users were sent out through all their social-media platforms. The fitness guru

and owner answered questions directly on Facebook and Twitter. And straight-talking videos were being released weekly. We saw a sharp increase of 300% across social media about the Live Life Lean brand. It was working to gain the public's interest.



Web and App Development

I worked directly with the web and app development teams. Developing the style guide and the exact feel for both, it was

important that the brand matched across all media from print to app. Taking what I learned from the last apps I worked on, I performed usability test to make suggestions to the development teams. I quickly saw where we could improve the experience for the users.

MICHAEL TOUNA

UX Designer | Information Architect | Visual Designer | Prototyper

SKILLS

User Experience Research
Interviewing
Wireframing & Sketching
Prototyping
User Interface Design
Interaction Design
Usability Testing
Sitemaps
Competitive Analysis
Information Architecture
Heuristic Evaluations
Design Specifications
Art Direction

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign + K4
Adobe Dreamweaver
Axure
Omnigraffle
Sketch
InVision
Hype
Pixate
Flinto
Proto.io
HTML / CSS

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Tumblr: tounafish.tumblr.com
Instagram: [tounafishh](https://www.instagram.com/tounafishh)