Michael Rinella

Sr. UX/UI Designer
Austin, TX 78741
michael@michaelrinella.com

CAREER PROFILE

I am a flexible, creative, and experienced UX/UI professional with over 10 years of experience designing and developing meaningful and compelling web and mobile applications.
My industry experience has primarily focused in healthcare and education, for medium-sized and large-sized Fortune 500 companies, and state government agencies.
I actively engage with cross-functional teams throughout the project lifecycle, from ideation to design and development, to launch.
I seek to deliver inspiring experiences where user needs, product priorities and business objectives align.

CAREER HIGHLIGHTS

• Lead UX/UI designer for the research, design, integration and implementation of the Texas DSHS Online customizable web dashboard, and single sign-on solution.
• Lead UX/UI designer for the Texas Department of State Health Services Internet and Intranet 2021-2023 redesign projects.
• Lead UX/UI designer of the Texas Department of State Health Services Intranet and Internet UI Kits.
• Collaborate with DSHS Programs, cross-functional teams, and third party vendors to re-design the dshs.texas.gov website.
• Lead the design and development of CS-Link Central, a physician and staff support web site for the Cedars-Sinai branded Epic Systems application.
• Collaborate with cross-functional teams to re-design the cedars-sinai.org website.
• Lead the design and development of the first Cedars-Sinai branded, responsive WordPress theme.
• Collaborate with cross-functional teams to design the first Wayfinding feature for the Cedars-Sinai mobile application.

Authorized to work in the US for any employer

Work Experience

UX/UI Designer/Web Specialist

Texas Department of State Health Services (DSHS) - Austin, TX
March 2021 to Present

Role: Design and develop web and mobile applications supporting the Texas Department of State Health Services (DSHS) and Texas Heath and Human Services (HHS) digital strategy.

Accomplishments:

• Represent the voice of the users, in product conversations and decisions.
• Participate in user research activities such as interviews, surveys, and usability studies.

• Translate research insights into product ideas and solutions.
• Design UI Kits, user flows, wireframes and pixel-perfect high fidelity mockups.
• Create prototype concepts for communications with business, development, and usability studies.
• Work in partnership with developers and engineers to implement UI patterns and ensure visual consistency across all products and web applications.
• Collaborate with other designers, product managers, engineers, and business partners to understand and incorporate complex technical and business requirements into elegant design decisions based on data, trends, and industry best practices.
• Participate in UAT and lead reporting and tracking efforts for web development defects.
• Lead discussions with internal teams and vendors on technical implementation including UI design and development, for the redesign of dshs.texas.gov and the DSHS Online intranet.
• Present and articulate design ideas and recommendations to product management and business stakeholders.

UX/UI Designer, Freelance

Shrine Designs, Self Employed - Austin, TX
January 2019 to March 2021

Role: Consult with business stakeholders to provide design solutions to solve end-user needs and business challenges.

Accomplishments:

• Design and develop the Connected Family Project website from ideation to launch.
• Generate wireframes and pixel-perfect mock ups for validation with business owners and stakeholders using Sketch.
• Principle WordPress developer for multiple business clients.
• Lead the visual design and execution of multiple branding projects for ChupaJack LLC using Adobe Creative Suite.

Sr. UX/UI Designer, Web Technology Specialist

Cedars-Sinai Medical Center - Los Angeles, CA
July 2012 to January 2019

Role: Design and develop web and mobile applications supporting the Cedars-Sinai Digital strategy.

Accomplishments:

• Lead strategic UX/UI design development and operations, from concept to launch.
• Integrate user needs and business goals into products to create innovative solutions.
• Identify design opportunities, evaluate and refine concepts through user-centered research.
• Lead the development of user flows, wireframes, user scenarios, and test cases for usability testing.
• Lead visual explorations, iterations and pixel-perfect delivery of design mock ups using Sketch and Adobe Creative Suite.
• Lead the design of the UI design system for front-end developers and AEM engineers.
• Communicate clearly and articulate design concepts and decisions.
• Represent design capabilities and best practices with managers, stakeholders and clinical teams across the organization.

UX/UI Designer, Contractor

Partners Consulting Services–a Calance company - Los Angeles, CA
October 2011 to July 2012

Role: Assist the Cedars-Sinai Content Management Platform team with the design and development of application support websites.

Accomplishments:

• Communicate and present design solutions to managers, stakeholders and clinical teams.
• Design wireframes and UI mock ups for validation with stakeholders.
• Design web applications and landing pages using HTML, CSS, and JavaScript.
• Conduct testing and gather feedback to refine and revise design solutions.
• Analyze both quantitative and qualitative data and clearly articulate findings and recommendations with cross-functional teams.
• Develop, manage and support websites with CMS integration.

UX/UI Designer, Freelance

Shrine Designs, Self-Employed - Austin, TX
April 2010 to October 2011

Role: Consult with business stakeholders to provide design solutions to solve end-user needs and business challenges.

Accomplishments:

• Conduct interviews, create surveys, gather feedback, create wireframes and user flows for the Creative Productions revamp project of the Metrolink website.
• Present UX support documentation to product managers and cross-functional teams.
• Collaborate with front-end developers to provide pixel-perfect assets for website development using Adobe Creative Suite.
• Design website landing pages, product packaging, and corporate branding for Contradiction Films.
• Design a website landing page, and product branding for Gaines Motor Coaches, Tour Bus Hustlers television show.

UX Designer, Contractor

Powerhouse Management - Austin, TX
January 2010 to April 2010

Role: Assist the in-house UX/UI Lead with creating web landing pages for products including Golden Frog, Vyper VPN, and Giganews.

Accomplishments:

• Leverage user-centered research and usability strategies to create annotated wireframes, low and high fidelity prototypes, and interaction prototypes.
• Generate mock ups using style guides, iconography, and typography using Adobe Creative Suite.
• Validate designs with stakeholders and participate in design reviews.

Education

Course in Information Technology Project Management
UCLA Extension - Los Angeles, CA
July 2016 to September 2016

Course in JavaScript and DOM Scripting
UCLA Extension - Los Angeles, CA
February 2015 to April 2015

Course in HTML 5 & CSS 3, Responsive Design
UCLA Extension - Los Angeles, CA
September 2013 to December 2013

Bachelor's in Communications Media
Art Institute of California-San Diego - San Diego, CA
August 1989 to November 1991

Skills

- Sketching, Wireframes. Mock ups, (10+ years)
- Sketch (4 years)
- User Experience (10+ years)
- Wireframe (8 years)
- Adobe Creative Suite (10+ years)
- InVision (5 years)
- Jira (10+ years)
- WordPress (10+ years)
- GitHub (4 years)
- CMS (Content Management System) (7 years)
- User Interface Design (10+ years)
- Responsive Web Design (7 years)
- User Interface (10+ years)
- HTML5 (10+ years)
- CSS (10+ years)
- Agile (5 years)
- Accessibility (5 years)
- Analytics (7 years)
- Critical Thinking (10+ years)
- Collaboration (10+ years)
- Coding (10+ years)
- User Empathy (10+ years)
- Detail Oriented (10+ years)

- Interaction Design (10+ years)
- Responsive Web Design (10+ years)
- Leadership Experience (10+ years)
- Mentoring (7 years)
- User Research (10+ years)
- Usability Testing (5 years)
- Web Content Accessibility Guidelines (WCAG) (5 years)
- Visual Design (10+ years)
- JavaScript (5 years)
- Web Development (10+ years)
- Bootstrap (3 years)
- Application Development (4 years)
- User Acceptance Testing (3 years)
- Test Cases (3 years)
- ServiceNow (3 years)
- Drupal (2 years)

Links

https://www.michaelrinella.com/

Certifications and Licenses

ITIL
September 2015 to Present

ITIL® Foundation Certificate in IT Service Management
License 5487302.20451861

Additional Information

EXTRA CURRICULAR & VOLUNTEERS

California Coastal Cleanup, Volunteer
Cedars-Sinai, Santa Monica Beach, CA Sep 2018
California Coastal Cleanup Day is the premier annual volunteer event focused on the marine environment. In 2018, I volunteered along with Cedars-Sinai employees to join over 71,000 volunteers to remove more than 819,000 pounds of trash and recyclables from California's beaches, lakes, and waterways.

Cedars-Sinai Employee Opinion Council (EOC), Los Angeles, CA
Cedars-Sinai EIS, Employee Ambassador 2014
The annual survey includes a series of questions designed to address overall employee satisfaction as well as leadership and management practices.

• Meet with EIS employees to gather feedback to improve the annual employee survey.
• Meet with the EOC council to discuss findings and refine the content for the annual employee opinion survey.
• Communicate and present feedback with executive leadership.

CORE COMPETENCIES

Accessibility, Adobe Creative Suite, Adobe XD, Agile web development, Analytics, Coding, Collaboration, Communication, Content Management System, Continuous learning, Creative, Critical thinking, Curiosity, Detail oriented, Drupal, Flexible, Hard working, HTML & CSS, Humble, Inclusive Design, Interaction Design, InVision, Leadership, Mentoring, Prototyping, Responsive design, Sketch, Testing, User empathy, User Experience Design, User Interface Design, User Research, Visual communication, Visual design, Web Content Accessibility Guidelines (WCAG), Wireframing, WordPress, Writing