

MICHAEL BRATTEN

UX & UI Designer

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SUMMARY

With a background in marketing, e-commerce and multiple user-centric professions, I've cultivated a robust and varied skill set that led me to become a qualified UX Designer. My expertise spans human-computer interaction, customer research, and interface design, which I leverage to enhance user experiences and drive positive business outcomes.

In addition to running my own businesses, I've managed and collaborated with teams from around the world in a variety of fast-paced and dynamic environments.

Fueled by a passion for problem-solving and a desire to build impactful solutions, I am actively seeking new opportunities in UX Design. I look forward to bringing my broad range of professional experiences into a dedicated UX role.

EXPERIENCE

Digital Marketing

Self-employed 01/2019 - 12/2023

- Ran a Facebook affiliate marketing business, selling health & fitness, self development, educational, and wellness products.
- Leveraged UX design principles to build high-converting landing pages and sales funnels on WordPress.
- Monitored KPI's (key performance indicators) across multiple ad campaigns with four-figure daily budgets.
- Designed landing pages with CTR's (click through rates) of 20-50%.
- Optimized sales funnels to have 125-175% ROI on ad spend.
- Developed innovative strategies to find new markets and stay competitive.
- Directed a team of four freelancers.

E-commerce

Self-employed 01/2018 - 12/2018

- Established two e-commerce brands in the pet and apparel niches, resulting in the subsequent sale of one brand.
- Utilized Shopify and Facebook/email marketing to drive sales for both brands.
- Demonstrated a combination of UX design and marketing skills, including graphic and web design, copywriting, and data analysis.

VIEW MY PORTFOLIO

www.michaelbratten.com

SKILLS

PERSONAL

Communication Team management

Attention to detail Leadership

Teaching Problem solving

Analytical thinking

TECHNICAL

Figma Final cut pro HTML & CSS

Adobe CC Photoshop Illustrator

ChatGPT & other AI tools CMS

"No-code" Web Builders

DESIGN

Web & UI Design Graphic design

Interaction Design User flows

Wire-framing Prototyping

Design systems UI Kits

Information architecture

RESEARCH

A/B Testing Affinity diagrams

Usability testing Personas

Competitor Benchmarking

Data Analysis

EXPERIENCE

Cruise Director

White Manta Diving Pte Ltd  09/2015 - 12/2017

- I organized and led dive expeditions in Indonesia on the Blue Manta; The largest scuba diving vessel in Asia with over 20 staff and over 20 guests.
- I was responsible for every aspect of the guests experience from enjoyment, education, and safety.
- Delegated responsibilities amongst the crew and conducted performance reviews.
- Additionally, I conducted scuba diving courses, workshops, and ran safety briefings.
- My efforts played a crucial role in acquiring dozens of loyal, returning customers.

Restaurant Consultant

Freelance  01/2014 - 08/2015

- I played a pivotal role in helping new owners successfully launch their ventures.
- I established the kitchen infrastructure, designed the menu and trained the staff in the seamless day-to-day operations of the kitchen.
- Additionally, I developed marketing initiatives that helped drive the success of the business.

Chef

Stravaigin - a high-end restaurant  01/2013 - 12/2013

- Without formal training, quickly integrated into a new and fast-paced environment while maintaining very high standards.
- Exhibited essential skills such as teamwork, collaboration, clear communication, and an eye for detail.

Sales Representative & Ski Instructor

New Generation Ski School  10/2010 - 09/2012


- Generated sales for a ski school in the French Alps through networking and chalet visits.
- Successfully ran a private ski coaching business and a landscaping business in the off-season.

PASSIONS


Technology	Philosophy
Learning	Reading
Cooking	Science
Design	Hiking
Skiing	Chess
Sport	Music
Film	Art

EDUCATION


Conversion Optimization

Google  01/2024 - 02/2024

Google Analytics IQ

Google  01/2024 - 02/2024

Figma - Advanced Training

Bring Your Own Laptop  11/2023 - 01/2024


Professional Diploma in UX Design

The UX Design Institute  03/2023 - 10/2023

Figma Design System Masterclass

Designership  07/2023 - 09/2023

Webflow Experts Certification

Webflow University  04/2023 - 06/2023

Higher: AAABBB

Bearsden Academy  08/2009

LANGUAGES

English	Native / Fluent
Indonesian	Basic