

# 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

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### 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

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Technology

Philosophy

Learning

Reading

Cooking

Science

Design

Hiking

Skiing

Chess

Sport

Music

Film

Art

## EDUCATION

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### 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

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English

Native / Fluent

Indonesian

Basic