# Mike Lasap

## Product Designer

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## Experience

### PeggyJo / *Product Designer*

MAY 2018 - PRESENT, SANTA CRUZ

Define and create user centric designs that contribute directly to the evolution of content strategy and UX.

Create user journeys, user flows, wireframes and prototypes through initial research of user needs, usability testing, and iterative design in order to design an intuitive and engaging application focused on building AI for mental well-being.

Assist in cross functional teams by applying tactical communication and marketing strategies throughout social media in order to increase engagement and user base of our product, resulting in over 250+ supporters.

### SET Lab (Jack Baskin School of Engineering) / *UX Researcher*

SEPT. 2018 - DEC. 2018, SANTA CRUZ

Supported traditional UX research activities such as running in-house and in-field usability studies, conducting playtests, and utilizing various other research methodologies. Therefore, improving the UX for a co-located social virtual reality game that focuses on asymmetrical gameplay utilizing one VR system.

### Haluan Hip-Hop Dance Troupe / *Creative Director*

SEPT. 2017 - JUN. 2018, SANTA CRUZ

Accountable for the design, creative direction, and management of all the products used across all social media, web, and merchandise platforms including t-shirts, long-sleeves, hoodies, web advertisements, and all creative requirements or opportunities. Thus, resulting in increased Facebook engagement of 250+ users and Instagram following by 20%.

Responsible for optimizing En Route, a large scale Urban Dance experience, for 300+ performers and 400+ attendees by ensuring all on-site specific challenges were handled accordingly.

## Education

### UC Santa Cruz / *B.S. Cognitive Science (AI/HCI)*

SEPT. 2014 - DEC. 2018

Contributed to several human-computer interaction projects involving usability, accessibility, inclusivity, and universal design in order to support the future of design and technology.

## Skills

**Interaction:** User Research, Wireframing, Prototyping, User Testing

**Visual:** Sketching, UI Design, Graphic Design

**Software:** Sketch, Adobe Creative Cloud, artboard.studio

**Coding:** HTML, CSS