Michael Calcada

UX/UI Designer

Passionate about crafting delightful digital experiences at the intersection of technology & design.

CONTACT

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Toronto, Canada

SOCIALS

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EDUCATION

YORK UNIVERSITY AND SHERIDAN COLLEGE
Bachelor of Design Honors Degree (Sep 2014 – Apr 2018)

Thank you for your consideration
Designed in Figma with ♡

Experience

Jun 2020 – Present
HEAD OF PRODUCT DESIGN
OnLoop

My role at OnLoop is to design and oversee the product from concept to implementation and tracking. I frequently manage multiple projects at any time, each at different stages of the feature development pipeline. I leverage the OnLoop product to set and track goals, monitor KPI's, and deliver new features powered by AI while learning as much as I can about this new technology.

Oct 2019 – May 2020
UI DESIGNER
Apply Digital

Worked with multiple startup clients where I helped develop mobile applications, marketing websites, brand identities, and more. Each client had unique needs and requirements, and this role expanded the scope of my skillset as a result.

Aug 2019 – Oct 2019
AR UI DESIGNER
Dibs Studio

Co-led the UI design for a mobile augmented reality game, which was awarded second place in Niantic's "Beyond Reality" competition. I worked closely with developers to turn designs into innovative AR experiences.

Jan 2019 – May 2019
UX DESIGNER
Wunderman Thompson

Assisted the senior UX designer on multiple projects for large scale clients. I developed a deep understanding for utilizing existing brand and design systems for website redesigns, marketing assets and advertisements. I learned how manage stakeholder expectations and launch a product.

Latest Projects

Marvel Snap Game
Created and enhanced features in animated concept videos
www.michaelcalcada.com/snap

OnLoop Mobile App
Led app design for habit forming collaborative team development
www.onloop.com

Skills

Design

| Mobile UX & UI Design | Animation & Motion Design | Design Systems | Web & Marketing | • User Research • Wireframing • Prototyping • Testing |

Personal

| Attention to detail | Goes above & Beyond | High Energy | Collaborative | Coordination Ninja | Fast |

Tools

Figma & FigJam
UX, UI, Prototyping

After Effects
Animation

Photoshop
Visual Design

Illustrator
Vector Graphics

| AI Tools | Notion | HTML / CSS | Office | User Testing | Slack | ProductBoard | OnLoop |