# Michael Calcada

## **UX/UI** Designer

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

#### CONTACT

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LOCATION Toronto, Canada

### SOCIALS



LINKEDIN michael-calcada



michael\_calcada



DRIBBBLE @michaelcalcada

### **EDUCATION**



YORK UNIVERSITY AND SHERIDAN COLLEGE



**Bachelor of Design Honors** Degree (Sep 2014 - Apr 2018)

### 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**



Mobile UX & UI Design Animation & Motion Design Design Systems Web & Marketing

- · User Research Wireframing
- Prototyping
- Testing



Al Tools

Attention to detail

Goes above & Beyond

High Energy

Collaborative

Coordination Ninja

Fast

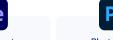
### **Tools**



UX, UI, Prototyping



Animation





Visual Design



Illustrator

Notion

HTML / CSS

Office

User Testing

Slack ProductBoard

**Vector Graphics**