

Massimiliano “Max” Carone, Jr.

UX/Product Designer

Kettering, OH

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[LinkedIn](#) | [Portfolio](#)

SUMMARY

I am a UX/Product Designer proficient in user research, wireframing, prototyping, and visual design. My background in political consulting, marketing, and Business-to-Business sales informs my design process to be focused on delivering for both the users' needs and the business' goals.

SKILLS

Skills: User Research, Competitive Analysis, User Stories, User Personas, UX Design, Wireframing, Prototyping, User Testing, Visual Design, Mock-ups, Copywriting

Tools: Figma, Miro

PROJECTS

BuyBetter (Thinkful Bootcamp Capstone Project) | [Project Link](#)

- A browser extension that recommends more sustainably and ethically made products while the user shops on Amazon. The extension shows data like price and reviews and how the product is sustainable.
- Conducted user research using quantitative and qualitative methods such as user surveys and user interviews.
- Designed and tested a high-fidelity prototype, gathered findings, and revised the design to address top issues.
- Tech: Figma, Miro
- Skills: User Research, Defining User Needs, Sketching, Wireframing, Prototyping, User Testing, Visual Design

ConverTsatton (Thinkful Bootcamp Project) | [Project Link](#)

- A mobile app for political campaigns that aggregates their Facebook comments into one feed. The product allows and even recommends the user to take the following actions on each comment: hide, react and reply.
- Designed and tested a low-fidelity prototype with target users; summarized and presented key findings.
- Followed a design sprint methodology, working with my client to define the project scope and gather UX requirements before designing the solution to test with users.
- Tech: Figma, Miro
- Skills: Gathering UX Requirements, Defining User Needs, Sketching, Wireframing, Prototyping, User Testing

EXPERIENCE

ACCOUNT EXECUTIVE - REMOTE

Accurate Append | Bellevue, WA

May 2020 – December 2020

- Closed 59 new customers and managed 32 ongoing customers' accounts.
- Co-developed and documented an inbound sales and qualification process with my Sales Manager.
- Created an internal list-building tool to identify and target Business-to-Business prospects.

DIRECTOR OF CLIENT SERVICES - REMOTE

The Adriel Hampton Group | San Francisco, CA

July 2018 – February 2020

- Onboarded new clients and created advertising funnels for their campaigns.
- Managed a Facebook ad campaign that raised over \$25k with 2.2x return on ad spend within 3 months.

CREATIVE ASSOCIATE - REMOTE

The Adriel Hampton Group | San Francisco, CA

September 2017 – June 2018

- Oversaw a voter contact program that texted over 400,000 voters for a Lt. Governor race.
- Managed and trained multiple volunteer teams (Social Media, Phone/Text Banking, Signature Collection).

EDUCATION

CERTIFICATE, UX/UI DESIGN

November 2021

Thinkful

- A 9-month apprenticeship-like bootcamp where I learned the fundamentals of Design Thinking, UX Design, and UI Design while meeting weekly with a senior designer mentor to discuss and receive feedback on projects.

B.S., STATISTICS

Wright State University | Dayton, OH

Expected December 2021