

Massimiliano "Max" Carone, Jr.

UX/UI Designer

Kettering, OH

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

SUMMARY

I am a UX/UI 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 not just be user-centric, but also focused on driving business and growth outcomes.

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

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

- A social media comment management app that helps campaigns turn commenters into supporters.
- Collaborated with my client to define project scope and gather UX requirements.
- Designed and tested a low-fidelity prototype with target users, summarized and presented key findings.
- Tech: Figma, Miro
- Methodology: Agile
- Skills: User stories, User personas, Sketching, Wireframing, Prototyping, User Testing

Find My Bus (Thinkful Bootcamp Project) | [Project Link](#)

- A bus finder app that helps bus riders find when and how long until their bus arrives at their desired bus stop.
- Conducted user research using quantitative and qualitative methods such as user surveys and user interviews.
- Designed and iterated from a low-fidelity wireframe to high-fidelity mockup.
- Tech: Figma
- Skills: User Research, User stories, User personas, Sketching, Wireframing, Prototyping, User Testing, Mockups

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 and workflow to build lists of Business-to-Business prospects in target verticals.

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.
- Planned and implemented a Facebook ad campaign to pilot a new online absentee ballot request funnel for increasing youth voter turnout in VA.

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

Expected August 2021

Thinkful

- Learned the fundamentals of Design Thinking, UX Design, UI Design, Visual Design, and working in different design methodologies such as Waterfall/Linear and Agile.
- Designed and presented multiple design projects while receiving and implementing feedback from users, graders, and my mentor.

B.S., STATISTICS

Wright State University | Dayton, OH

Expected December 2021