

# Mike Kelly

UX Designer at TapScan  
Honours Bachelor of Interaction Design

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<https://kellymedia.ca>

## Work Experience

### **UX Designer, TapScan (*Ahead of the Curve Group*)** *Mississauga, ON* - MAY 2023 - PRESENT

Creating mobile experiences that track retail display and promotion performance in real time for major brands including Amazon (Kindle, Fire TV, Fire Tablets, Alexa) and CPG leaders like PepsiCo and Mondelēz.

- Lead the redesign of the live data platform, improving how brands access and act on shopper insights.
- Collaborate daily with global brands across industries to deliver tailored digital experiences addressing diverse business challenges.
- Work closely with developers on implementation, and previously mentored a UX Design intern.

### **Product Designer, Port 443 Inc.** *Burlington, ON* - JUNE 2022 - SEPTEMBER 2022

Collaborated in an agile environment, designing & researching for Port 443 Inc.'s suite of business management software - My Music Staff, Tutorbird & Athletadesk.

### **Project Manager & Lecturer, Sheridan College** *Oakville, ON* - MAY 2020 - JANUARY 2021

Facilitated many teams of Sheridan students through semester-long design challenges, giving weekly lectures and tutorials on the design process.

### **Social Media Manager, Sheridan College** *Oakville, ON* - OCTOBER 2019 - APRIL 2020

Oversaw Sheridan's Academic Integrity social media accounts and designed content to promote positive academic practices among students.

## Education

### **Honours Bachelor of Interaction Design, Sheridan College** *Oakville, ON*

GRADUATED APRIL 2021

## Skills

User Research  
Usability Testing  
Wireframing & Prototyping  
Journey Mapping & User Flows  
Information Architecture  
Design Systems  
Responsive Design  
Inclusive Design  
Copywriting  
Communication & Collaboration

## Programs

Figma  
Adobe Illustrator  
Adobe Photoshop  
Trello  
Microsoft PowerPoint  
Microsoft Word

## Socials

**LinkedIn**  
<https://www.linkedin.com/in/mikekellymedia/>

**Instagram**  
@mikekellymedia