The key factor in a strong brand relies on consistency in design, tone,
and messaging. Understanding the environment in which the information
is consumed is paramount to a brand's success.

———

I have worked in a number of roles in marketing over the years, and I have deep understanding of what it takes to create a successful brand experience. I have a very deliberate focus on the changing environment of digital communication, how it shapes product design, brand position, and the marketing landscape as a whole.

With a strong history in brand marketing, user experience design, and the execution of design via technical development, I have brought a great number of high impact projects to life. In my work, it is my intention to thread a narrative across all brand touchpoints. I strive to create a complete marketing experience in the digital environment. My primary interest revolves around brand storytelling in digital communication and problem-solving within these environments.

Given the wide range of digital marketing channels, it's vital that teams realize that brand messaging can have very specific patterns of communication. Understanding the nature of these patterns and creating tools for communication within these channels has been a primary focus throughout my career. I'm passionate about this landscape and feel I have a great deal I can contribute to any team. I appreciate your interest and your time, thanks.

- Mike

MIKE RUSCZYK
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Current Role

Brand Experience Manager

Enphase Energy

Petaluma, California

Jul. 2015 - Present

Enphase Energy: Leader in solar and renewable technologies, a pioneer of disruptive products in the energy space.

At Enphase I am responsible for the quality and articulation of messaging and visual design across all marketing driven resources. My primary focus is to assist in the development of a singular brand tone via all communications and all marketing based brand touchpoints.

UI/UX design director and primary designer, I govern the area of digital experience through product design and technical development and lead all marketing based digital projects in interactive art direction and experience design. I assist in campaign creation and content development strategy. lead project management on all marketing based creative initiatives. Technical lead for all marketing based development efforts, responsible for driving digital marketing's approach to development initiatives.

Areas of focus: Brand creative direction, art direction interactive and brand, user experience design, information architecture, interactive development across a number of digital platforms, and digital strategy support.

Areas of technical support: Immersive cross device marketing experiences, interactive development, front-end development, and Drupal development.

Results:

- Development of interactive continuity and a visual design framework across all digital marketing properties: web applications, marketing automation platforms, customer support centers, email communications, lead generation platforms, and all marketing web site properties.
- Development of in-house front-end framework for rapid building of projects and standardization of brand presences across all platforms and devices.
- Played a key role in company rebrand and market repositioning.
- Oversaw various successful digital media campaigns to increase our product industry reach resulting in vast increases of web traffic, product inquiries, and new b2b relationships.
- Design and creation of inbound lead generation platform to service complex product sales models.
- Custom web application development to service our in house solar installer locator.
- Art direction on international TV commercial and subsequent digital content campaign.

History

Director of User Experience
Zenni Optical
Novato, California
Aug. 2014 - Aug. 2015

Zenni Optical: Top-tier prescription eyewear and sunglasses company with a high traffic ecommerce presence, and a lucrative consumer base. The primary website boasts 30 million + pageviews a month with an average of $350,000 a day in online revenue.

My role at Zenni was to manage communication and business requirement relationships surrounding the UI/UX design and development process. While there, I was responsible for directing the creative relationship between design, front-end development, and facilitating communication support with the back-end integration teams. Project and team-management, planning, and communication with all business groups to reflect business requirements in the user experience process were other roles during my time with Zenni. As lead front-end architect for user experience development, I was responsible for the interaction and quality of the UI/UX layer of the website on all supported platforms and devices.

Areas of focus: Setting approach to front-end code implementation, communication of interactive design methodology to the back-end integration teams, directing the design to development workflow. The development of interactive prototypes via CSS, HTML, JavaScript for front-end and back-end problem solving.

**Director of Development,
Senior Developer**
The Engine is Red
Santa Rosa, California
Aug. 2013 - Sept. 2014

Clients:
Guide Dogs for The Blind,
Quattrocchi Kwok Architects,
Humboldt Redwood Company,
PG&E, Sonoma State University,
219 Design

The Engine is Red: Medium sized full service creative agency.
Lead developer, development team and project manager, and primary user experience front-end developer. My responsibilities were to maintain a progressive approach to development for a wide variety of project types, complexities, and brand profiles. Approaching projects with a wide range of toolsets and technologies my team would consistently produce high quality digital experiences that resonated strong messaging to fit any client's industry and reach.

Areas of focus: As Director of Development, it was my responsibility to bring The Engine's projects to life by utilizing a strong application of semantic HTML5, progressive CSS3/SASS approaches, responsive web development strategies, open CMS tools, and a range of JavaScript solutions.

I was responsible for managing groups of projects running in tandem with varying complexes and technologies, I oversaw all technical client communication and project scope assessment for our digital efforts. As lead front-end developer, I aided in the user experience effort on all projects. Directing the design to development workflow, I helped foster a more intelligent product design team, greatly increasing our project quality and output.

More History

Senior UX Developer
DEPlabs, Inc.
San Rafael, California
Apr. 2012 - Jul. 2013

Clients:
Beachbody, Cost Plus World Market, Design Within Reach, Jelly Belly, Icebreaker

DEPlabs: Development house specializing in ecommerce centered services and products.

My team and I were responsible for internal product development and all front-end based client development. I was responsible for all internal product experience design, and I aided in product application architecture and product marketing strategy. I led the front-end development efforts for several highly visible clients, while managing all technical communication around the development process.

Areas of focus: Web application design and development, responsive web development, UX product architecture, deployment of third party ecommerce tools, front-end framework development, and front-end support for high-profile clients.

Interactive Art Director
Sole Technology
Lake Forest, California
Feb. 2008 - Feb. 2012

Brands:
Altamont Apparel, Emerica, éS Footwear, Etnies Footwear, thirtytwo Snowboarding

Sole Technology: One of the founding leaders in action sports footwear and apparel, responsible for the progression of the sub-culture and market segment.

My role at Sole Technology was to direct the digital brand experience for a number of highly visible action sports' brands. I oversaw all interactive design, assisted in crafting front-end and backend frameworks for various digital channels (ecommerce, brand marketing, email, social media), and implemented design strategy via front-end development technologies.

Areas of focus: Interactive art direction, digital brand direction, experience design, information architecture, CSS, HTML, and other front-end duties for 10+ brand websites; all with varying identities.

All Sole Technology projects were developed by our small internal team. We utilized our own custom php based ecommerce platform and custom front-end framework to manage the rapid cycling digital properties for a large number of projects that spanned varying brand identities.

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Skills & Expertise

Leadership

Experienced in leading small to medium sized teams in the user experience space, product development, and digital marketing strategy. I have directed development teams and design teams for numerous digital projects and marketing campaigns.

I work extremely well in bridging the gap between business requirements, product design, and technical execution via the development process. My experience with digital marketing in a wide range of product environments gives me a broad view of what it takes to make a successful brand experience. This level of experience provides me with a wealth of domain knowledge in the digital marketing landscape.

Project Management: Basecamp, Atlassian Suite (Jira, Confluence, Trello, Sourcetree), Teamwork, Smartsheet, Slack, Agile experienced (Sprint, Scrum, Kanban).

Marketing Management & Automation: Hubspot, Mailchimp, Marketo, Bronto, Google Analytics, Google Tag Manager, Google Optimize, Optimizely.

Design

Brand Design, Creative Direction, Art Direction Interactive and Brand, UI/UX Design, Interaction Design, Information Architecture, Responsive Web Design, User Interface Design, User-Centered Design Practices, Personas, Use Cases, User Flows, Storyboards, Experience Maps, Wireframing, Prototypes (lo-fi, hi-fi), Page Layout, Print Design.

Design Tools: Sketch App and subsequent workflows, Illustrator, Photoshop, InDesign, After Effects, Premiere.

Design Management/Prototyping: InVision App, Sketch App, Marvel App, Framer.io.

Development

UI/UX Front-end Development, Prototyping, Responsive Development, CSS/SCSS/SASS, HTML5, JavaScript, jQuery, Grunt, Gulp, Node in respect to application automation and build processes, Docker, Drupal Development, Hubspot COS Development, Email Development, Shopify Development, Framework experience - Zurb Foundation, Bootstrap, Semantic ui, Jekyll.

Development Exposure: React, Backbone, Mustache, Node, Angular, PHP, Java, Oracle ATG, Oracle Endeca.

Education

Santa Rosa Junior College (2007)

Web Development: Web Graphic Designer -- Information Technology (Certificate)

User Experience Design, Front-end Development

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Noteworthy

Professional Skateboarder
Tum Yeto, Inc.,
Foundation Super Co.
Jan. 1998 - Aug. 2008

Professional athlete responsible for marketing myself through various types of media coverage and personal appearances. I assisted in the overall branding of my primary sponsor, Foundation Skateboards, and led all marketing campaigns that directly involved my professional identity. I helped articulate my identity under the Foundation brand via web development, graphic design, video production, and brand participation through skateboarding.

Hard work and childhood aspirations took shape for me in the form of world travel and amazing times riding a skateboard. I was one of the few in that window of time was doing exactly what I loved to do. For me, it was traveling with great friends, working to document the practice of skateboarding, and being involved in the branding experience; while simultaneously making a living out if it.

Thanks, I appreciate your time.