Mike Roman

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Education

New York Institute of Technology | New York City, NY

Bachelor of Fine Arts in Graphic Design Grad May 2026

Master of Arts in UI/UX Expected Grad Dec 2026

Experience

Gratis Intelligence | **UX/UI Designer,** New York City, NY Jun 2026–Aug 2026

- Conducted UX research and design for a gift-giving product, built personas, user flows, and journey maps to guide the design direction of a B2C product.
- Designed and built a functional prototype of the gift-giving feature using AI-assisted development to validate concepts quickly.
- Provided design feedback and critique across venue, brand, and admin dashboard experiences, helping maintain consistency and usability standards across multiple product surfaces.

CITYarts | Graphic Designer, New York City, NY Feb 2026–May 2026

- Contribute to a high-profile nonprofit event while gaining hands-on experience in editorial and event design.
- Utilized Adobe InDesign to layout and finalize production-ready materials on fast-turnaround deadlines for organization-wide campaigns.

ColorbrandNYC | **Strategic Designer,** New York City, NY Jan 2025–Oct 2025

- Developed visual identity systems, translating brand strategies into cohesive assets across digital platforms.
- Conducted market research and mood boarding to align creative direction with industry trends and client goals.
- Led brand discovery workshops and client interviews to define core values and address audience needs.

Urbana Cafe | **Team Shift Lead,** New York City, NY Nov 2022–Present

- Directed team workflows and maintained high standards for product presentation, ensuring consistency and quality control.
- Led customer interactions to resolve complex requests leading to positive feedback, adjusting to meet customer expectations.

Skills

Technical Skills: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign), AI-Assisted Development (Vibe Coding),

Design Skills: UI/UX Prototyping, Visual & Brand Identity Design, Typography, Experience Design, Web & Mobile App Design, User Research & Data Analysis