

# Michael Kovach

I am a conceptually savvy Senior Manager of UX who thrives on pressure and seeks to redefine how mobile UI is digested.

## Experience

### Sr. Manager of UX & Creative Design, VMBC

2010 - Current, Aliso Viejo California

Led the user experience strategy and digital product design of AMC Theatres' apps.

- Eliminated \$5 million in fees AMC was paying Fandango by designing an in-app ticket purchasing experience .
- Designed UX that is so intuitive the app now has over 1 million monthly active users and over 50,000 weekly transactions (Android, iOS, Windows mobile & tablet).
- Increased VMBC's mobile revenue by 20% year-over-year due to the increased conversion rates from the AMC Theatres app.

Responsible for designing the user experience for 20 million SafeLink customers.

- Led the redesign of the online UX which grew conversion rates from 6% to 18% on desktop and 4% to 13% on mobile devices.
- Created accountability of contract employees by agilely designed in-app eLearning modules that over 9,000 agents have successfully completed.
- Implemented new app architecture that eliminated 30% of screens; in turn improving conversion rates and lowering exit/bounce rates.
- Led a team that designed and developed the backend enterprise level SaaS.

Promoted from Project Manager to Sr. Manager of UX & Creative where I manage a team of six designing projects for Footlocker, Payless, Anna's Linens, and more.

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### Project Manager, Hyphen8tion Studios

2009 - 2010, San Diego California

Worked along side the Chief Creative Officer managing all project lifecycles

- Created and monitored schedules, held deliverables accountable, and ensured projects were delivered within scope and on time.
- Managed each project's objectives, goals, requirements, strategy, and organized the project life cycle.

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### Marketing Manager, Vet-Stem

2007 - 2009, San Diego California

Reduced costs by bringing all design services in-house, and personally executing them.

- Produced the creative design, copywriting, and execution of all digital and print marketing materials.
- Provided effective leadership to cross functional teams, creating a greater workflow and better understanding of products for all consumers and B2B clients.

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### Consumer Product Manager, Den-Mat

2005 - 2006, Santa Maria California

Managed a \$25 million marketing and advertising budget; obtaining magazine cover placement, TV syndication, award show swag bags, news placement, etc.

- Implemented and led the customer experience with CareCredit; the user experience that was designed signed patients up for pre-approved financing.

## Skills

Adobe Creative Suite  
Sketch  
InVision  
AppBoy  
HTML/CSS  
Microsoft Office  
Basecamp  
Asana

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## Passions

Horses  
Yoga  
Traveling  
Furniture design  
Hiking  
Gardening  
Volunteering

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## Education

Cal Poly, San Luis Obispo CA  
Double Bachelors of Science  
• Agricultural Business  
Minor in Marketing  
• Animal Science  
Minor in Equine Science

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## Portfolio

[www.kovachdesign.com](http://www.kovachdesign.com)

[hireme@kovachdesign.com](mailto:hireme@kovachdesign.com)  
(619) 517-5640