



Miguel (Michael) Rivera-Cruz

Product Designer: UX, Web and
Graphic Design | Design Educator

PERSONAL SUMMARY

I am passionate about digital web, UX, curriculum development, and graphic design. Recently, I worked as a web and graphics tutor, where I shared my agency knowledge with up-and-coming design students. Personal skills include creativity, reliability, hard work, and a future-focused approach.

SPECIALTIES

My specialties include illustration, UX, graphic and web design, designing educational creative materials, HTML5 / CSS3, interactive design, web animation, wireframing, storyboarding, prototyping, and social media platforms (Facebook, Twitter/ X, LinkedIn, Instagram and Tumblr).

SKILLS

Design

Layout, composition, illustration, drawing, and sketching.

Interaction

User research, content strategy, wireframing, prototyping, user testing, and web analytics.

Marketing

Content strategy and creation, email marketing, online marketing, SEO, project management and social media platforms.

Leadership & Mentorship

Mentored students and staff on new digital platforms. Collaborated on curriculum development for the faculty of design. I managed client relationships and communicated with them regarding their website needs.

Software

Adobe Creative Suite (Creative Cloud), Visual Studio Code, Figma, InVision Studio, WordPress/Joomla/Squarespace, Microsoft 365, PearDeck, Google Slides, and Moodle-based LMS.

EXPERIENCE

October 2025 – Present | Open Polytechnic – Te Pūkenga

Wellington, New Zealand

[Content Reviewer](#) | [Contract](#)

Evaluating the initial drafts of course content from the Subject Matter Expert and Learning Designer. Providing feedback to ensure the content is technically accurate, relevant to the industry, and easy to understand.

November 2025 – January 2026 | Massey University

Palmerston North, New Zealand

[Profile Advisor](#) | [Contract](#)

Responsible for supporting the creation of academic profiles. Conducting academic research to identify, analyze, and synthesize relevant data, and scholarly contributions to inform profile content. Optimizing profiles for impact among target audiences. Collaboration with internal teams or stakeholders, including subject matter experts and research staff.

June 2019 – December 2024 | Yoobee Colleges

Wellington, New Zealand

UX, Web & Graphics Tutor

Teaching students problem-solving skills, UX design, web design, and graphic design to enable them to be successful in the creative industry. Curriculum development, coaching students and staff in using new digital teaching platforms developed during the COVID-19 lockdown period. I also assist in developing the curriculum and content for the faculty of design.

2018 – 2019 Self-employed

Palmerston North, New Zealand

Freelance Digital Product Designer

Helping businesses to develop creative digital content strategies for their products and services.

Skills used while Self-employed:

- User research, interviews, user-centered design, and project management.
- UX strategy, wireframing, prototyping, visual design, and usability testing.
- Interactive design, UI design, web design, HTML5 / CSS3, and RWD.
- Information architecture, content flow, and content strategies.

September 2013 – January 2018 | Loudhailer Design

Palmerston North, New Zealand

Web Designer | Developer

At Loudhailer, I designed, developed and maintained websites. My role included creating fully responsive websites, SEO (Search Engine Optimization), setting up social media pages for clients, liaising with clients regarding their website needs, and implementing email campaigns for our clients. Positive client feedback indicated increased website traffic, increased public profile due to pleasing design, and a rise in Google page ranking.

Skills used while at Loudhailer Design:

- Web design, HTML5 / CSS3, Responsive web design, interactive design, and code debugging.
- Research, ideation, UX / UI design and development, wireframing, and prototyping.
- Information architecture, content flow, and content strategies.
- SEO, website analytics, and Google Analytics / AdWords to understand user behaviour.
- Graphic Design, Illustration and animation / motion graphics.
- Online marketing: Social media integration and email campaigns.
- Brand awareness via digital media implementation for clients and the agency.
- Content management.

EDUCATION

2011 Diploma in Design (Graphic)

Bay of Plenty Polytechnic, Tauranga, New Zealand.

PORTFOLIO

www.c4cruz.com

CONTACT

Email: c4cruz@gmail.com

Mb: 022 310 5677