MICHAEL
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## ⊙ WORK HISTORY & SELECTED ACCOMPLISHMENTS

**UX Designer / Strategist (contractor), Cisco Systems, Research Triangle Park, NC , 2013-2016**
**Tools:** Balsamiq, InVision, User Testing, Rally, Trello, HTML, CSS, JavaScript, jQuery

- Specialist for the usability design of large-scale workflows, new features and enterprise-wide design improvements for commerce web applications affecting partners, end and enterprise customers.

- Worked with 'web guru' Gerry McGovern and team on establishing key tasks for a Top Performing Indicator assessment on the Cisco Commerce engine to align business and development roadmaps based on user data.

- Created usability tests with researchers and prototypes with front-end developers to validate proposed solutions against existing workflows.

- Partnered with multiple Agile Software Development teams & business project management teams to translate issues, data and requirements into user stories, storyboards, workflows, wireframes and remote user testing with measurable improvements.

- Led the fight in creating a standardized component library, style guidelines, and global CSS to unify the look & feel of 21 disparate individual tools into a cohesive commerce platform.

- Worked with UE team to create a data-driven landing page that allows for a customized dashboard that allows users to quickly create streamlined experiences

- Served as a mentor and resource to Consumer Experience team for UX and UI industry best practices and heuristics.

- Lead UX designer for transition of WebEx incorporation into Cisco Commerce platform. This initiative greatly expanded the purchasing scale for the small and medium businesses market. Designed a new End Customer shopping cart workflow that integrated the existing partner commerce applications.

**UX Designer / Strategist (contractor), Centerline Digital, Raleigh, NC , 2013**
**Clients:** GE Water, GE Energy, First Citizens Bank
**Tools:** OmniGraffle, Adobe Illustrator, Mockingbird, Google Docs

- Worked with team to plan & design new customer-facing web site to incorporate multi-media sales collateral. Performed international competitor site and trend report. Made an in-depth cross site content survey and site plan for industry leading web vision.   Created web press room page best practices presentation. Collaborated with designers on converting wireframes to hi-fi mockups.

- Designed & wireframed dashboards targeting three distinct user personas conforming to company interaction templates, based on user surveys and deep industry document investigation.

- Created aggressive CMS template wireframe attack plan to slim down a 400 page regional bank website. Collaborated on content survey, taxonomy simplification, and content mapping to reduce new site transition down to minimal time cost. Created multiple navigation strategies and site map revisions based on client feedback.

**Senior Interactive Designer, AJE & Rubriq, Durham, NC , 2011-2013**
**Tools:** HTML, CSS, JavaScript, jQuery, Coda 2, Git, Drupal, Terminal, Firebug, Balsalmiq, Zend (PHP), Adobe Creative Suite, Sauce Labs cloud testing

- Redesigned the workflow for the multi-step core commerce engine, the submission process, from paper prototypes and customer pain points, through decision tree creation, wireframing, full design, and implemented solution in Agile framework. Significantly reduced top customer service issue call rate.

- Planned & designed Rubriq.com; competitive website survey, color palette development, user personas, site map, wireframes, and approved functioning design.

- Designed the UI for "Active Library", an academic journal article search tool built on top of a Bootstrap framework, lovingly inspired by Google Reader design model.

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- Lead conversion of limited Zend based front-end of the AJE site to Drupal CMS allowing for more efficient A/B user testing, easier SEO improvement, multi-language support, translation & author assignment, and quick marketing campaign based landing pages.

**Interactive Designer / Developer (contractor), LDSG Dept., Cisco Systems, Research Triangle Park, NC , 2010-2011**
**Tools:** Flow Diagrams, Flash, Adobe Creative Suite 5, ActionScript 3, Tortoise CVS

- Developed workflow and information design for in-depth technical training modules. Worked with team project managers and script writers to produce interactive multimedia modules from given requirements and then integrated into a learning management system (LMS) for technology leader's international sales force.

- Performed usage walkthroughs and iterated to improve knowledge comprehension for users.

**UX / UI Specialist (contractor), Ignite Social Media, Cary, NC , 2010**
**Clients:** Microsoft, Bing, Nike Running, Nature Made & The Body Shop
**Tools:** Axure RP Pro, Transmit, Firebug, Flash, AS3 & AS2, Photoshop, Illustrator, Gigya

- Developed wireframes and interactive prototypes for major brand micro-sites, Facebook pages, and campaign pages based on short cycle measurable social media KPI's.

- Produced trackable social network flash-based widgets that generated measurable improved traffic back to major brand sites.

**Senior Interactive Designer, MicroMass Communications, Cary, NC, 2009–2010**
**Clients:** Shire, Auxilium, Novartis, Quintiles, Merck & Co., Akrimax and GlaxoSmithKline
**Tools:** Visio, OmniGraffle, Adobe Creative Suite, Flash, AS2 & AS3, HTML, CSS, JavaScript, Adobe Acrobat, GreenSock, Google Analytics & Omniture

- Educated client team members in user-centric best practices and developed long-term UX strategies that incorporated behavioral marketing and testing analytics.

- Created flash based interactive pharmaceutical patient assistive web applications while following aggressive timelines to take legal-heavy websites from concept, through sitemap, wireframes, design, legal review, and to development in a month and a half.

- Asked to join internal marketing task force by COO for advancing social media and web awareness, creating SEO guidelines for internal & client content marketing strategies.

**Interactive Lead, Learning Worlds, NYC, 2002–2009**
**Clients:** Epson, SAP, Sun, Microsoft, LexisNexis, Church & Dwight, Commerce Bank
**Tools:** Visio, Adobe CS3, Flash, AS2, HTML, CSS, JavaScript, jQuery, Dreamweaver, Swift 3D, PowerPoint, Articulate, Drupal, WordPress, MediaWiki, Ning, Poser, SketchUp, 3D Max, Cool Edit, VLC, OpenOffice & FreeMind

- Created physical prototypes and digital UI prototypes for Epson's electronic paper device for legal and medical professionals. Ran moderated user testing and iterated on findings.

- Created user personas, workflows and storyboards to educate and sell user design methodology. Designed and produced animated product demos to illustrate benefits and usage

- Oversaw the localization (translation) of a software demo containing five 11 minute videos into nine different languages with synced actions to each language, ultimately streamlining the work flow, job breakup and coding for all future multi-language software projects.

- Created the concept, wireframe, user experience and collateral pieces for flexible automobile industry sales software with an open number of partners and collateral.

**Freelance Graphic Designer / Illustration / Photoshop / Flash, NYC, 1999–2009**
**Clients:** Regan Campbell Ward, Grey Healthcare, Alliance
**Tools:** Adobe CS3, Flash, ActionScipt, PowerPoint, SketchUp, Poser, CMSimple, CSS, HTML, JavaScript, PHP, Dreamweaver

**Database Design / Administrative Assistant, Showtime Networks, Public Relations Department, NYC, 2000-2002**
**Tools:** Photoshop, Access, SharePoint, PowerPoint, Excel, Word

**Graphic Designer / Package Designer, "Les Costume et Les Troupe" book, 1999**

**Tools:** Photoshop, Illustrator, Quark, Acrobat

**Principle / Designer, MSO Theatrical Costume & Set Design,** 1993–2007
**Tools:** Photoshop, Illustrator, Painter, Excel, Word, Acrobat

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## ⊙ SKILLS & QUALIFICATIONS

Concentration on user experience design, user interface design and new product development for consumer engaging applications, websites and user validated interactions. Creative problem solver skilled at turning visions into reality. Love of research, data and collaboration. Adept at interpreting product stakeholders' specifications and market data through defined user profiles into user scenarios, storyboards, workflows, flow diagrams, wireframes, interactive prototypes, hi-fidelity UI mockups, and finally to streamlined user experiences. Release, test, measure, repeat.

**Expertise:** Wireframing (Balsamiq, Axure, OmniGraffle, Visio, Illustrator, Mockingbird), Internet Architecture (IA), user persona & user scenario creation, Storyboard creation, responsive and mobile-ready web applications, HTML, CSS, JavaScript, jQuery, Google Analytics, Hi-fidelity & Lo-fidelity mockups using Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Acrobat Pro, Flash), Firebug (and most browser development tools), and MS Office Suite (Word, Excel, PowerPoint, Outlook, Visio) as well as a variety of CMS applications (Drupal, WordPress, Ning, Wikipedia, CMSimple). Skilled at Art Direction, Content Strategy and Creative Direction. Experienced at managing tight timelines and budgets.

**Proficiency:** Usability Testing & Test Development, Journey Mapping, A/B & Multivariate testing (Optimizely), Frameworks (Bootstrap, Foundation), rapid prototyping, Agile development methodologies, Lean UX, SEO, Flex, Adobe AIR, Pearl, Ajax, PHP, MySQL, After Effects, Final Cut Pro and sound editing. Gigya, Google Tag Manager and Omniture tracking.

**Training:** Extensive background in UX design, graphic design, illustration, theatrical design and art; 10+ years of UX/UI design, 20 years of art experience, 10 years running independent theatrical design company, education in Advanced Flash ActionScript, illustration, photography, painting, graphic design, scenic painting, costume and scenic design, and color theory.

**Strengths & Characteristics:** Creative problem solver, Dynamic team builder, creative leap inciter, conceptual thinker, bubbly ideation whip-master.

**Background:** Designing professionally since 1989. Over twelve years of producing great UX and delightful responsive websites and applications, multimedia promos and demos, and advertising campaigns.

## ⊙ EDUCATION

**Advanced Analytics, Cardinal Path, Nashville, KY**
**Advanced Flash ActionScript, School of Visual Arts, NYC**
**Master of Fine Arts in Design, Yale School of Drama, New Haven, CT**
**Bachelor of Fine Arts, Washington University, St. Louis, MO**

## ⊙ CONTACT

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