

# Michael Simborg

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**Award-Winning Product & User Experience Design Leader** Extensive background and education in human-centered design, design thinking, visual communications, user experience, design management, design research, data visualization, generative media, xR, and photography.

## Experience

**Principal Experience Designer** Chamberlain Group (CGI) | Oak Brook, Illinois  
July 2019 — present  
Direct and manage user experience for B2B and B2C marketing and e-commerce platforms  
UX stakeholder and UX director of Chamberlain/LiftMaster B2B and B2C platforms  
UX director of Partner Connect dealer, distributor and technician program

**Principal Experience Designer** FTD | Chicago, Illinois  
November 2017 — June 2019  
Founded and managed business unit to procedurally generate assets using CGI/3D modeling  
Director of Design Innovation Lab (CGI/3D/xR, IoT, Voice Commerce, and e-commerce)  
Redesign and re-platform of B2B and POS florist systems, conducted field research

**Senior Product Designer** NCSA | Chicago, Illinois  
June 2017 — November 2017  
Conducted user research and co-design sessions with parents and student athletes  
Directed product design for leading college sports recruiting platform

**Senior Product Designer (Contract)** Groupon Goods | Chicago, Illinois  
May 2016 — June 2017  
Designed SLA and dashboard management systems for buyers and merchants  
Lead and managed product design practice of CPG (goods) platform

**Director, Experience & Product Design** Pear (formerly Media Apparel Group) | Chicago, Illinois  
July 2015 — April 2016  
Directed UX and product strategy for community and social engagement platform

**Vice President, Experience Design** IRI Worldwide | Chicago, Illinois  
August 2013 — May 2015  
Established and managed a human-centered design practice of 10 multidisciplinary designers  
Produced an Integrated access platform of multiple CPG data analytics tools  
Produced award-winning category management platform and web app

**Principal, User Experience** Sears Holdings Company | Chicago, Illinois & Hoffman Estates, Illinois  
May 2009 — August 2013  
Lead UX of multi-property e-commerce design systems and platforms  
Award recipient of 2012 Sears Holdings Global Innovation Award  
Founded and managed award-winning Digital Innovation Group

**Professor, Interactive Media Design** Kyungsoo University Graduate School of Design | Pusan, South Korea  
**Professor, Visual Semiotics**  
2008 — 2009  
Assisted in development of post-graduate level communications design curriculum  
Conducted graduate-level courses in Visual Semiotics history, theory and analysis  
Conducted interactive software design workshops and lectures  
Advisor to graduate design students and PhD candidates

**Senior User Experience & Design Catalyst** DesignKitchen | Chicago, Illinois  
April 2006 — December 2008  
Information architecture, information design and systems functionality specification  
Facilitated Front-end/back-end integration, strategy and content development

## Education

**Master of Design (MDes/MFA)** Institute of Design, Illinois Institute of Technology | Chicago, Illinois  
Human-Centered Communications Design  
Photography  
Communications design prototyping, research, observation and analysis methods  
Multiple format photography, imaging, printing and darkroom management  
Illustration, animation, interaction, video, audio communications direction  
Information, interface and experience architecture  
Communications Design Honors Fellowship

**Bachelor of Arts** DePaul University | Chicago, Illinois  
Communication Theory  
Fine Art  
Mass media research and analysis methods  
Linguistics and Mass Media Communications  
Studio arts, graphic design, and illustration

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## Educator

- Adjunct Faculty, Graphic Design** Saint Xavier University | Chicago, Illinois  
August 2017 — December 2018  
History and theory of visual communications  
Foundational principles of graphic design
- Adjunct Faculty, Portraiture Workshop** Marwen | Chicago, Illinois  
**Adjunct Faculty, Digital Narratives** Portraiture photography instructor of film, paper darkroom techniques and processes  
2006 — 2007 Directed digital documentary photo and audio narratives workshop
- Digital Photography Instructor** After School Matters/Gallery 37 | Chicago, Illinois  
2005 — 2007 Instructed students in the use of digital cameras and digital photo printers  
Facilitated production of student showcase and portfolio
- Adjunct Faculty, Interactive Media Design** Saint Xavier University | Chicago, Illinois  
**Adjunct Faculty, Visual Semiotics** Educated students about digital imaging processes, theories, and systems  
2008 — 2009 Educated students about advertising history, practices and process
- Adjunct Faculty, Visual Design** Graduate School of the Art Institute of Chicago | Chicago, Illinois  
**Adjunct Faculty, Advertising in Marketing** Trained students to use multimedia and graphic design software/hardware  
2004, 2005, 2017 Facilitated design development and management simulations for curators  
Conducted workshops demonstrating foundational design principles
- Adjunct Faculty, Digital Media for Art Organizations** Columbia College Chicago | Chicago, Illinois  
2001 — 2003 Macromedia Director/Shockwave Instructor  
Web Design Instructor
- Instructor** Technic Wimol Business Institute | Bangkok, Thailand  
1997 — 1998 Trained Mekong River Commission faculty in the use of Microsoft Office/Windows '95  
Educated students in the use of digital design software tools

## Additional Experience

- Communications Design Chair** The Chicago Recovery Alliance | Chicago, Illinois
- Senior User Interface Designer** (Consultant) InContext | Concord, Massachusetts
- Mobile OS Creative Director** (Consultant) Motorola | Chicago, Illinois
- Creative Director** BOI Chicago | Chicago, Illinois
- Senior Field Research Director** University of Illinois at Chicago (UIC) / Partnership READ | Chicago, Illinois
- Illustrator** (Consultant) IBM Media Design Lab | Toronto, Ontario, Canada
- Senior User Interface Designer** (Contract) Insight Product Development | Chicago, Illinois
- Art Director, Illustrator & Assistant Editor** Vocabulary Enterprises, LLC | Dallas, Texas
- Market Analyst & Information Designer** Grubb & Ellis | Chicago, Illinois
- Illustrator & Art Director** (Contract) DDB Interactive | Dallas, Texas

## Accomplishments

- Global Innovation Award** Sears Holdings Company | Hoffman Estates, Illinois
- Best Harm Reduction Documentary** International Harm Reduction Conference | Dublin, Ireland
- Featured Photographer** Field Museum | Chicago, Illinois