

Michael Simborg

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CX & UX Director Leader of human-centered design, design thinking, innovation, and change agency via active collaboration within multi-disciplinary teams that produce results, insights and growth.

Experience

- Principal User Experience Architect** **FTD Interactive** | Chicago, Illinois
February 2018 — Present Establish a human-centered experience design practice
- Adjunct Professor, Graphic Design I** **Saint Xavier University** | Chicago, Illinois
May 2017 — December 2018 Foundational course covering a spectrum of practices and theory of graphic design
- Senior Product Designer** **Groupon Goods** | Chicago, Illinois
May 2017 — February 2018 Facilitated human-centered design within engineering, product management and operations
Developed product roadmap with engineering, product, and buyer/vendor organizations
Head product designer of a multi-system scalable online marketplace
- Director, Experience Design & Product** **Pear (formerly Media Apparel Group)** | Chicago, Illinois
July 2015 — February 2016 Data visualization, sociographing, SNA modeling and presentation
Directed core product offering and co-produced product strategy
Head of product design, CX/UX and platform strategy
- Vice President, Experience Design** **IRI Worldwide** | Chicago, Illinois
August 2013 — April 2015 Directed a human-centered design practice within a globally matrixed organization
Assisted in defining vision, strategy and tactics for core and new product offerings
Directed primary and secondary market research and synthesis
- Principal, User Experience** **Sears Holdings Company** | Chicago, Illinois & Hoffman Estates, Illinois
March 2009 — August 2013 Rapid prototype development and solutions deployment serving over 30m unique visitors a month
Served as a tactical response team for high priority projects initiated by executive leadership
Omni-channel eCommerce design leadership as founding member of the Innovation Group
Co-produced presentations, blogs, industry publications, conferences and patent filings
Directed project conceptualization, strategy and execution
- Senior User Experience Design Catalyst** **Designkitchen/Wunderman/WPP** | Chicago, Illinois
April 2007 — November 2008 Facilitated Front-end/back-end integration, strategy, content and prototype development
Conducted primary and secondary user research, analysis and synthesis
Produced information architecture, UI design, platforms and systems
- User Interaction Designer** **Incontext Enterprises** | Chicago, Illinois & Concord, Massachusetts
September 2006 — February 2007 Information, behavioral, architecture, process documentation, prototype testing and presentation
Designed user interface paper and digital prototypes that addressed user research insights
Conducted field/primary user research using proprietary methods and tools
- Portraiture Workshop** **Marwen** | Chicago, Illinois
Digital Narratives
2006 — 2007 Portraiture photography instructor of film, paper darkroom techniques and processes
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
- Senior User Interface Designer** **Insight Product Development** | Chicago, Illinois
November — May 2005 Produced interface guidelines, specifications, demonstrations, prototypes and user manuals
Designed touch-screen and solid-state medical and appliance interfaces
- Professor, Interactive Media Design** **Kyungsu University Graduate School of Design** | Pusan, South Korea
Professor, Visual Semiotics
March 2004 — October 2005 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

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- Adjunct Professor, Visual Design Saint Xavier University** | Chicago, Illinois
Adjunct Professor, Advertising in Marketing Educated students about digital imaging processes, theories, and systems
August — May 2004 Educated students about advertising history, practices and process
- Design Research Consultant Partnership R.E.A.D., The University of Illinois at Chicago** | Chicago, Illinois
January 2002 — May 2004 Directed secondary research and primary observation data collection, analysis and synthesis
Developed data collection, knowledge presentation and collaboration systems and platforms
- Professor, Digital Media Graduate School of the Art Institute of Chicago** | Chicago, Illinois
for Art Organizations Trained students to use multimedia and graphic design software/hardware
August 2002 — May 2003 Facilitated design development and management simulations for curators
Conducted workshops demonstrating foundational design principles
- Mobile UI Design & Creative Direction Motorola Consumer Experience Design** | Libertyville, Illinois
January 2001 — December 2002 Directed creative, interface and application framework for a multi-touch cell phone
Produced prototypes for user testing and analysis in the United States and China
- Professor, Interactive Media Columbia College Chicago** | Chicago, Illinois
February 2000 — March 2003 Macromedia Director/Shockwave Instructor
Web Design Instructor
- User Experience Intern Torque** | Chicago, Illinois
January — December 2000 Co-produced information and experience architecture for commercial internet applications
Conducted strategic communications design research, analysis and planning
- Instructor, Microsoft Windows/Office 95 Technic Wimol Business Institute** | Bangkok, Thailand
Professor of Graphic Design Trained Mekong River Commission faculty in the use of Microsoft Office/Windows 95
December 1997 — November 1998 Educated students in the use of graphic design software tools
- Art Director, Illustrator & Assistant Editor Vocabulary Enterprises, L.C.** | Dallas, Texas
June 1995 — January 1997 Co-producer of e-learning platform to extend product offerings
Designed advertisements and public relations materials
Created and edited illustrations for print and video
- Graphic Designer Metaphor Communications** | Chicago, Illinois
January — December 1997 In charge of print production, color correction, typesetting and pre-press preparation
Directed web design, technology research and graphic design
- Information Designer Grubb & Ellis Company** | Chicago, Illinois
Market Analyst Co-produced applications used in the analysis of multi-unit investment property market data
January 1991 — July 1994 Co-author, *The Grubb & Ellis Chicago/Metro Apartment Market Analysis*

Education

- Master of Design (MDes) Institute of Design, Illinois Institute of Technology** | Chicago, Illinois
Human-Centered Communications Design Communications design strategy, prototyping, research, observation and analysis methods
Photography Multiple format photography, imaging, printing and darkroom/digital management
May 1998 — January 2001 Information, interface and experience design and architecture
Communications Design Honors Fellowship recipient
- Bachelor of Arts DePaul University** | Chicago, Illinois
Communication Theory Linguistics and Mass Media Communications
Fine Art Mass media research and analysis methods
December 1991 — August 1994 Studio arts, graphic design, and illustration

Accomplishments

- Company-Wide Innovation Award Sears Holdings Company** | Chicago, Illinois & Hoffman Estates, Illinois
2012 Project 0/0
- Best Harm Reduction Documentary International Harm Reduction Conference** | Dublin, Ireland
2004 NALOXONE: Preventing Opiate Overdose Related Harm and Death