

Michael Simborg

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Experience Design Director Leader of human-centered design, 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
Lead design practice by transparent example, education/training, internships and mentoring
Director of the “Magellan Innovation Lab” providing a clear design vision for the enterprise
Founded and manage a rapidly growing 3D modeling, rendering and animation practice
Co-Directing the entire design re-platform of the enterprise and florist network offerings
Direct field/primary research, analysis and synthesis across multiple business units
- Adjunct Professor, Graphic Design I** **Saint Xavier University** | Chicago, Illinois
May 2017 — December 2018
The history, present and future of graphic (visual communications) design
Foundational principles, techniques, tools and practices
- Senior Product Designer** **Groupon Goods** | Chicago, Illinois
May 2017 — February 2018
Facilitated human-centered design within engineering, product management and operations
Developed product road map with engineering, product, and buyer/vendor organizations
Head product designer of a dynamic and scalable online two sided marketplace
- Director, Experience Design & Product** **Pear (formerly Media Apparel Group)** | Chicago, Illinois
July 2015 — February 2016
Data visualization, sociodemographic, SNA modeling and presentation
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 the re-platforming of entire product line offering (“Unify”)
- 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
Omni-channel ecommerce design leadership as founding member of the Digital Innovation Group
Served as a tactical response team for high priority projects initiated by executive leadership
- 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** **Kyungsung University Graduate School of Design** | Pusan, South Korea
Professor, Visual Semiotics
March 2004 — October 2005
Conducted graduate-level courses in Visual Semiotics, design history, theory and analysis
Assisted in development of post-graduate level communications design curriculum
Conducted workshops and lectures

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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
- Primary Research Director** **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 for Art Organizations** **Graduate School of the Art Institute of Chicago** | Chicago, Illinois
August 2002 — May 2003 Trained students to use multimedia and graphic design software/hardware
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 Produced illustrations, animations, advertisements, and public relations materials
Co-producer of e-learning platform to extend product offerings
- 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 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
- Featured Photographer** **Field Museum** | Chicago, Illinois
2003 Hip-Hop and International Cultural Exchange Exhibit