

Michael@Simb.org

(312) 388-6754 <https://wandereye.myportfolio.com>

Overview

Absorb+Apply Facilitate design innovation, collaboration and change agency within multi-disciplinary teams. Human-centered design, design thinking, co-creation, rapid prototyping, ethnographic/primary and secondary design and human-factors research.

Education

Master of Design (MDes/MA) **Institute of Design, Illinois Institute of Technology** | Chicago, Illinois
Human-Centered Communications Design Illustration, animation, interaction, multimedia communications planning and management
Photography Communications design strategy, prototyping, ethnographic research and analysis methods
2001 Multiple format photography, imaging, printing and darkroom/digital management
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
1994 Studio arts, graphic design, and illustration

Experience

Principal Experience Designer **FTD** | Downers Grove and Chicago, Illinois
2018 — 2019 Director of Design Innovation Lab (CGI/xR, IoT, Voice Commerce)
Florist operations and POS systems design

Senior Product Designer **NCSA** | Chicago, Illinois
2018 Product, systems and platform development

Adjunct Faculty, Graphic Design **Saint Xavier University** | Chicago, Illinois
2017 — 2018 History, theory, typography, semiotics and current practice
Foundational principles of graphic design

Senior Product Designer **Groupon Goods** | Chicago, Illinois
2016 — 2017 Lead experience design, working closely with engineering, product management and design
Lead product design practice for the Groupon Goods front and backend platforms

Director, Experience Design & Product **Pear (formerly Media Apparel Group)** | Chicago, Illinois
2015 — 2016 Directed and produced user interface prototypes and information architectures
Data visualization, socio graphing, SNA modeling and presentation

Vice President, Experience Design **IRI Worldwide** | Chicago, Illinois
2013 — 2015 Directed the UX and creative design capability within a globally distributed organization
Conducted secondary research, primary observation, synthesis and documentation
Vision, strategy and tactics for all core and new product offerings

Principal, User Experience **Sears Holdings Company** | Chicago, Illinois & Hoffman Estates, Illinois
2009 — 2013 Rapid prototype development and solutions deployment serving over 30 million unique monthly visitors
Directed project conceptualization, strategy and execution in all channels both on and off-line
Served as a tactical response team for high priority projects initiated by executive leadership
Contributed to presentations, blogs, industry publications, conferences and patent filings

Senior User Experience & Design Catalyst **DesignKitchen/Wunderman/WPP** | Chicago, Illinois
2007 — 2008 Produced Information architecture, information design and systems functionality specification
Facilitated Front-end/back-end integration, strategy and content development

User Interaction Designer **Incontext Enterprises** | Chicago, Illinois & Concord, Massachusetts
2006 — 2007 Designed user interface paper and digital prototypes that addressed user research insights
Prototype testing, proof of concept design and production and documentation

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

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Experience

- Senior User Interface Designer** **Insight Product Development** | Chicago, Illinois
2005 Designed touch-screen and solid-state medical, entertainment, military and appliance interfaces
Produced interface guidelines, specifications, demonstrations, prototypes and user manuals
- Adjunct Faculty, Visual Design** **Saint Xavier University** | Chicago, Illinois
Adjunct Faculty, Advertising in Marketing
2005 Educated students about digital imaging processes, theories, and systems
Educated students about advertising history, practices and process
- Adjunct Faculty, Interactive Media Design** **Kyungsung University Graduate School of Design** | Pusan, South Korea
Adjunct Faculty, Visual Semiotics
2004 — 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
- Design Research Consultant** **Partnership R.E.A.D., The University of Illinois at Chicago** | Chicago, Illinois
2002 — 2004 Ethnographic/Primary field observation data collection and management
Designed knowledge-sharing platform for analysis by psychologists
- Adjunct Faculty, Digital Media for Art Organizations** **Graduate School of the Art Institute of Chicago** | Chicago, Illinois
2002 — 2003 Trained students to use multimedia and graphic design software/hardware
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
2002 Directed creative, interface and application framework for a touch screen cell phone
Produced prototypes for user testing in the United States and China
- Adjunct Faculty, Interactive Media** **Columbia College Chicago** | Chicago, Illinois
2000 — 2003 Macromedia Director/Shockwave Instructor
Web Design Instructor
- User Experience Intern** **Torque** | Chicago, Illinois
2000 Conducted strategic communications design research, analysis and planning
Information and experience architecture for commercial internet applications
- MS Office '95 & Design Faculty** **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 graphic design software tools
- Art Director, Illustrator & Assistant Editor** **Vocabulary Enterprises, L.C.** | Dallas, Texas
1995 — 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
1997 Print production, color correction, typesetting and pre-press preparation
Directed web design, HTML, technology research and graphic design
- Information Designer** **Grubb & Ellis Company** | Chicago, Illinois
Market Analyst
1991 — 1994 Co-produced portable software systems used in the analysis of apartment market data
Co-author, *The Grubb & Ellis Chicago/Metro Apartment Market Analysis*

Accomplishments

- Sears International Innovation Award** **Sears Holdings Company** | Chicago, Illinois & Hoffman Estates, Illinois
2012 Project 0/0
- Best Harm Reduction Documentary** **International Harm Reduction Conference** | Dublin, Ireland
2005 NALOXONE, a full-spectrum media campaign to prevent opiate-related overdose deaths
- Design Chair** **The Chicago Recovery Alliance** | Chicago, Illinois
1997 — 2014 Produced media that assisted in harm reduction outreach efforts
- Featured Photographer** **Field Museum** | Chicago, Illinois
2003 Hip-Hop and International Cultural Exchange Exhibit