**Hello, I’m Mike!**

I’m an **experience design professional** with nearly 20 years of combined experience in visual design, user experience, and leadership. I’ve primarily worked in the enterprise technology sector across various industries. Nice to meet you!

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**Leadership XP (6y)**

**Manager, UX Design – HCM Product**

***Workday (HR/FIN 2022 - Current)***

Leads the product design team for the Human Capital Management (HCM) product suite, which accounts for about one-third of the Annual Recurring Revenue (ARR). Focuses on creating user-centric platform experiences that integrate seamlessly with related products like time management, talent, learning, recruiting, payroll, and benefits.

* Collaborate closely with cross-functional product and engineering leaders and their teams to identify opportunities and develop business cases for comprehensive cross-product/feature experiences.
* Lead, mentor, and coach a small, dispersed team of five product design individual contributors, overseeing a range of projects from strategic to tactical.
* Promote industry and product design best practices across various cross-functional leadership and product teams through educational presentations and ongoing UX advocacy in regular project meetings.

**Senior Director/Director, UX Design – DSP/SSP Product Platforms**

***Amobee (Ad-Tech 2019 - 2022)***

Spearheaded the company’s overall experience strategy, standardization of the platform design system, and unification of product experiences.

* Collaborated with executive product and engineering leadership to ideate and implement scalable design strategies for both DSP and SSP product platforms, addressing broader customer needs and enhancing development velocity.
* Led a team of 15 that included product designers and content specialists, overseeing design and experience work across all company products and platforms.
* Advocated for and educated cross-functional teams on industry-standard UX best practices, emphasizing the value and ROI of investing in UX.

**IC XP (15y)**

**UX Design Lead**

***Cisco (Network Security 2017 - 2019)***

Design lead responsible for creating a scalable framework for applying machine learning at scale, alongside designing large-scale data management systems for network policy and security.

* Product design lead specializing in network policy and security solutions. Notable projects include the AI/ML Intent-Based User Experience Framework, Global Data Management Center Portal, and Multi-Tenant RBAC.

**Senior UX Design Specialist**

***SAP (Custom Development 2013 - 2017)***

Experience design consultant responsible for designing and advising customers on integrating standard design system solutions with custom requests.

* Customer-facing role requiring close collaboration with internal teams and educating customers on the Human-Centered Design (HCD) approach to solution design.
* Developed onsite, real-time design concepts and solutions, both custom and hybrid, based on customer needs while balancing Total Cost of Ownership (TCO).
* Notable projects/customers: Suncor, ConocoPhillips, Loblaws, Unilever, Tesoro, Commonwealth Bank of Australia, Cargill, Delta Airlines, T-Mobile.

**Visual & Information Architect II**

***Panasonic (Research & Development 2012 - 2013)***

Experience designer for healthcare tablet interface and assisted living management platform

* Designed and researched a healthcare device platform for elderly Alzheimer’s patients in assisted living facilities.
* Piloted the device and platform ecosystem with 50 residents across four assisted living facilities.

***Miscellaneous Experience (2004 – 2011)***

* Kiosk UI/Visual Designer – Self serve OTC kiosk startup, Evincii, Inc.
* Communication Designer – Ross Stores, Inc.
* Graphic Designer – YMCA of Santa Clara Valley
* Graphic Artist – California Aggie, UC Davis Campus Newspaper

**Academic Background**

**Master of Business Administration (MBA), Design Strategy**

*California College of the Arts (CCA), 2018*

**Master of Science (MS), Human Factors & Ergonomics**

*San Jose State University (SJSU), 2016*

**Bachelor of Science (BS), Design – Visual Communications**

*University of California, Davis (UCD), 2005*