

Michael Hough

ui designer | ux architect | visual designer

Contact Me



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My Skills

ux design

- research
- task analysis
- information architecture
- interaction design
- personas

ui design

- wireframes
- prototypes
- interface design
- responsive design

visual design

- typography
- color selection
- style guides

development

- basic html
- basic css

programs

- figma
- balsamiq
- adobe photoshop
- adobe dreamweaver
- adobe indesign
- adobe experience design
- adobe animate
- sketch
- invision
- balsamiq
- ms office



About Me

I am a UI/UX & Visual Designer with over 22 years experience designing responsive websites, mobile & web based applications. I have experience taking a project through its entire life cycle from concept to completion. I also address interaction design, site-maps, create sketches, wireframes, visual designs and prototypes all while employing the best UX practices.



Full Time Experience 2014–2017, 2018 - Present

Baxter | 2022 - Present | Senior Principal User Experience Designer

- Converted application visual design to dark mode themes
- Assisted with user research by drafting questions for usability testing
- Collaborated with design system implementation
- Collaborate with developers to improve design/development communications
- Created an audit system to QA UI development

Shift4 Payments | 2021 - 2022 | Senior Product Designer

- Performed user research by interviewing customers and doing user tests
- Designed a gift card creation and sales tool
- Designed a loan application tool
- Performed user research on Lighthouse Business Manager by doing a UX analysis, creating wireframes & user flows, conducting user interviews and creating a new menu structure

Jirav | 2020 - 2021 | Senior User Experience Designer

- Performed user research by interviewing customers and doing user tests
- Designed a collaboration tool for adding financial data
- Designed a new feature announcement tool
- Designed a new tool to add financial drivers to data models
- Performed a UX analysis and designed several updates to fix issues

ViewPoint | 2018 - 2020 | Senior User Experience Designer

- Created and ran multiple user tests on mobile applications
- Designed a streamlined mobile navigation for primary mobile app allowing users to customize which links they want as favorites
- Designed a multi app strategy for ViewPoint's mobile applications
- Redesigned a form builder allowing users to create their own forms
- Designed mobile app to help service technicians
- Designed mobile clock in/clock out system for construction sites
- Researched and designed standard application error screen

Oracle/Textura | 2014 - 2017 | Senior User Experience Designer/Architect

- Set up and ran a UX group bringing designers and developers together to facilitate a more collaborative environment
- Lead efforts to create a cohesive style guide to bring all applications under the same look while fixing several usability issues
- Work with product owners to create a better user experience as well as more visually appealing applications
- Created a two factor authentication system for banking application

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Education

Bachelor of Fine Arts

Illinois Institute of Art;
Chicago, IL June 2000

Degree:
Multimedia Production
and Web Design



Consulting and Contracting 2000 – 2014, 2017 – 2018

Contracting Highlights

Baxter | UI/UX/Interaction Designer

- Worked on medical device software to improve its overall functionality
- Restructured application navigation to simplify user interactions
- Recreated the user flows to make processes simpler for users
- Worked with subject matter expert to restructure patient data to simplify how it is presented
- Simplified navigating between patients

Cisco | UI/UX/Visual Designer

- Recreated Cisco's Customer Support portal
- Simplified the case creation process by converting to a search based system allowing users to have more autonomy
- Added a functional case details page allowing users to progress their cases
- Collaborated with developers to allow the functionality of the designs to work within Pega the system used to manage the portal
- Created project specific style guide matching Cisco's UI kit

Aon Hewitt | UI/UX/Visual Designer & Front End Developer

- Collaborated with Hewitt's two top salesmen to redesign their internal sales tool
- Redesigned Senior Navigators website simplifying the process to search and sign up for Medicare supplemental insurance

Coupon Trade | UI/UX/Visual Designer & Project Manager

- Oversaw a team of designers and developers and monitored projects and deliverables
- Trained print designers how to be web designers
- Created all user flows for e-commerce site including:
 - Creating an account
 - Advanced search & filtering
 - Posting a product
 - Making a purchase
- Lead site design efforts
- Designed and animated Flash banner ads

Additional Contracting Roles

My roles in these companies varied from: UX/Visual Designer & Animator, UI/UX Interaction/Visual Designer, Visual Designer & Front End Developer, Web Designer & Front End Developer, Email Designer & Front End Developer or Web Designer & Animator.

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|------------------------|--------------|--------------------------|
| • Future Finance | • Newark | • American Medical Assoc |
| • Discover Financial | • Motorola | • Tribal DDB |
| • MTC Performance | • Razorfish | • Next Wave Media |
| • CVS Caremark | • Walgreen's | • Office Depot Max |
| • Personalization Mall | • Digitas | • Argonne Labs |
| • Rowe International | | |