

# Michael Hough

UI, UX, Visual Designer

mikehough.com | mike@mikehough.com | linked.com/in/michaelwhough | 312-451-3608

## Background

UI, UX, & Visual Designer with over sixteen years experience designing responsive websites, e-commerce sites, and web based applications. Experience in taking a project through its entire life cycle from concept to completion. Ability to address interaction design & sitemaps, create sketches, wireframes, visual designs and prototypes all while employing the best UX practices.

## Experience 2014 - Present

August 2014 - Present

**Oracle/Textura** Senior User Experience Designer

- Created and ran a UX group which brought designers and developers together to facilitate a more collaborative environment
- Lead efforts to create a cohesive style guide to bring all thirteen applications under the same look and feel
- Worked with product owners to create a better user experience as well as more visually appealing applications
- Created user flows for a two factor authentication system
- Did design updates for an IOS application to correct user complaints
- Oversaw a branding transition after Oracle bought Textura
- Conceptualized and designed an Early Payment System

## Consulting/Contracting 2000 - 2014

**MTC Performance** UI/UX/Visual Designer

- Analyzed MTC's application and created a new sitemap with new user flows
- Designed a responsive dashboard with new menu structure

**American Medical Association** UI/UX/Visual Designer

- Lead design efforts to create an internal collaboration
- Sole designer on a responsive redesign of their Annual Meeting website

## **Office Depot Max** UI/UX/Visual Designer

- Seamlessly combine the two modes of Office Max's B to B e-commerce website into a single mode
- Streamline the Add to Cart process
- Add suggestive selling to the Add to Cart
- Simplify the cart dropdown
- Update the customer dashboard "My Workplace" page
- Created an Account Settings page to simplify user interactions

## **Argonne Labs** UI/UX/Visual/Interaction Designer

- Assessed and reorganized the navigation and user flows of LDRD intranet site
- Completely redesigned the LDRD internal site
- Updated their My LDRD internal site, this one followed their internal style guide  
small note: Argonne liked my designs so much they updated their style guide to follow the designs I created

## **Peronalization Mall** UI/UX/Visual Designer

- Redesigned and simplified their header navigation, including suggestive selling in navigation dropdowns
- Updated landing page layouts, special attention was given the page heroes
- Restructured the sub-category landing pages
- Converted the footer into a sitemap style, helping user navigation and SEO
- Redesigned their blog

## **Riverside Publishing** Lead UI/UX/Visual Designer

- Collaborated with Product Owners and developers to design an application meant to track childhood development from 3 months onto 6<sup>th</sup> grade

## **CVS Caremark** Visual Designer & Front End Developer

- Converted wireframes to final visual designs
- Developed designs

## **Vtech** UI/Visual Designer

- Banner ad and home page hero design
- Streamlined their checkout process

## **Discover Financial** Visual Designer & Flash Animator

- Designed Discover's first interactive iPad ad
- Animated full screen Flash ads to be displayed on HD TV's at Buffalo Wild Wings
- Landing page design

**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 & developers and monitored projects & 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

**Purohit Navigation** Web Designer, Front End Developer & Animator

- Trained print designers how to be web designers
- Designed HTML emails and improved client click through rates
- Animated Lupus Initiative attraction loop
- Front end development work

**Next Wave Media** Web Designer & Front End Developer

- Designed and developed lead generation websites & landing pages
- Banner ad design
- Email design and development

**Vivid Ascent** UI/UX/Visual Designer & Front End Developer

- Created a social media press release site for CBOE
- Designed a promotional website for Rustoleum for their Modern Masters Countertops Transformation line
- Conceptualized a Flash based tool allowing users to upload pictures and see how the new paint would look
- Created a widget for Pampered Chef to promote their individual sales force recruitment efforts

**Crain's Chicago Business** Email Designer & Front End Developer

- Redesigned and built their daily real estate email

**Newark** Visual Designer, Front End Developer & Animator

- Redesigned HTML templates and dramatically increased their click through rates
- Updated landing page designs
- Animated Flash banner ads

**Blueye** Web Designer, Front End Developer & Animator

- Banner design and animation
- Basic Web design
- Front end development

**Rowe International & Ami Entertainment** UI/UX/Visual Designer, Front End Developer & Animator

- Redesigned all touch screen jukebox interfaces including one for the Waffle House
- Redesigned company intranet that allowed jukebox owners to control their jukeboxes remotely
- Created a Flash animated series of tutorials training users how to use the updated intranet

**Lodge Management Group** Web Designer & Front End Developer

- Redesigned their corporate website

**Motorola** Web Designer & Front End Developer

- Redesigned HTML email templates
- Designed and did front end development for landing pages
- Designed corporate timeline page
- Animated several Flash banner ads

**Razorfish** Animator

- Animated a banner ad for AT&T

**Walgreen's** Web Designer & Animator

- Banner ad design & animation
- Landing page design

**Point B Communication** Web Designer & Animator

- Banner ad design and animator

## **Tribal DDB** Web Designer & Animator

- Banner ad design and animation for State Farm
- Web Design for Gatorade, Ronald McDonald House and Home Depot

## **Digitas** Animator

- Flash animator on Best Buy banner ad Christmas campaign

## **Sire Digital** Front End Developer & Animator

- Built several websites
- Designed and animated banner ads

## **Manning** Animator

- Designed and animated a Flash card game

## **Elliott's Web** Web Designer & Front End Developer

- Specialized working with “trouble customers,” when a project was severely late I was assigned to work with the client to finish it

## **Centrax** Animator

- Flash animations for corporate education

## Education

### **Bachelor of Fine Arts** Illinois Institute of Art; Chicago, IL June 2000

Degree: Multimedia Production/Web Design

- Web Design and Development
- Multimedia and Flash Animation
- Fundamentals of Design, Image Manipulation, Visual Communication, Animation, Audio/Video for Digital Media, Interactive Multimedia Authoring and an Internship at Morgan Design Group

## Programs & Languages

- HTML
- CSS
- Adobe Creative Cloud including Photoshop, Illustrator, Flash, In Design
- Sketch
- Balsamiq
- Invision