Michael Hough

Contact Info

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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

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

I am a UX/UI/product designer with over two decades of agency/in-house experience with 30+ Enterprise level brands. I have worked in industries such as medical, construction, finance and e-commerce. My broad experience makes me an ideal candidate to be a principal designer for software, mobile app & device interface design.

Senior Principal User Experience Designer
Baxter / 2022 - Present
- 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

Senior Product Designer
Shift4 Payments / 2021 - 2022
- 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, conductiong user interviews and creating a new menu structure

Senior User Experience Designer
Jirav / 2020 - 2021
- 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

Senior User Experience Designer
ViewPoint / 2018 - 2020
- 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

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Education

Bachelor of Fine Arts
Illinois Institute of Art;
Chicago, IL June 2000
Degree:
Multimedia Production
and Web Design

Contract UI/UX/Interaction Designer
Baxter / Mar 2018 - Sep 2018

- Worked on medical device software to improve its overall functionality
- Restructured application navigation to simplify user intercations
- 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

Contract UI/UX/Visual Designer
Cisco / Oct 2017 - Feb 2018

- 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

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

- 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

Additional Contracting Roles

For a significant part of my career, I worked on a contract basis-this helped to grow my skill sets. My roles varied from: banner ads, marketing emails, flash animator, web designer and front end developer. I eventually grew into information architecture, UX, UI, product and visual design.

- Future Finance
- Discover Financial
- MTC Performance
- CVS Caremark
- Personalization Mall
- Rowe International
- Purohit Navigation
- Vtech Toys for Kids
- Vivid Ascent

- Motorola
- Razorfish
- American Medical Assn
- Tribal DDB
- Argonne National Labs
- Coupon Trade
- Riverside Publishing
- Wholesale Point
- Rowe International

- Aon Hewitt
- Newark
- Next Wave Media
- Office Depot Max
- Walgreen's
- Digitas
- Crain's Chicago Business
- AMI Entertainment
- Newark Electronics