# Contact Info

[www.mikehough.com](http://www.mikehough.com/) mike@mikehough.com 312-451-3608

linkedin.com/in/michaelwhough

# 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

# 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