

Summary

UX, UI, and Product Designer with 26+ years of experience delivering user-centered design solutions across web and mobile products. Expertise in UX research, usability testing, interaction design, information architecture, and cross-functional collaboration.

Skills

UX & Product Design

- UX research
- task analysis
- information architecture
- interaction design
- usability testing

UI Design

- wireframes
- prototypes
- interface design
- responsive design

Visual Design

- typography
- color selection
- style guides
- design library

Tools

- figma
- balsamiq
- adobe creative suite
- sketch
- balsamiq
- ms office

MICHAEL HOUGH

Senior Principal UX Designer

linkedin.com/in/michaelwhough | mikehough.com
michaelwhough@gmail.com | 312-451-3608

Senior Principal User Experience/Interface Designer

Baxter 05/2022 - Present

- Designed end-to-end user flows and visual interfaces for the settings section of a touchscreen medical device. Translated ambiguous requirements into clear UX solutions
- Created first-time device setup (unboxing) user flow
- Refactored and updated medical device UI using Figma components and Auto Layout, increasing design consistency and speeding handoff to engineering
- Enhanced visual design for a hospital management web application, aligning UI with usability and design system standards
- Supported usability research by assisting with test plans, interview questions and contributing to iterative design improvements
- Collaborated closely with developers to reduce design–development friction, improving clarity of specs and implementation accuracy

Senior Product Designer

Shift4 Payments 07/2021 - 05/2022

- Conducted qualitative user research through customer interviews and usability testing to identify customer pain points & validate design decisions
- Designed an end-to-end physical & digital gift card creation process and sales experience focused on clarity and ease of use
- Designed a user-centered loan application experience, simplifying complex workflows and improving task completion
- Led a comprehensive UX analysis of Lighthouse Business Manager including heuristic evaluation, user interviews, wireframes, and user flows resulting in a simplified navigation, redesigned menu structure and improved analytics

Senior User Experience/Interface Designer

Jirav 08/2020 - 07/2021

- Integrated insights from customer interviews and usability tests to drive UX improvements across multiple financial tool features
- Owned end-to-end design of collaborative financial data workflows, balancing usability with complex domain requirements
- Improved feature adoption by designing an in-product announcement system
- Simplified complex financial driver modeling through intuitive interaction patterns and information architecture
- Diagnosed usability issues via heuristic evaluation and user feedback, resulting in measurable UX improvements

Senior User Experience/Interface Designer

ViewPoint 09/2018 - 08/2020

- Planned, conducted and analyzed multiple usability tests for mobile applications translating user insights into validated design improvements
- Designed a streamlined, user-centered mobile navigation system that allows users to customize favorite links based on individual workflows
- Redesigned a form builder through enabling users to create custom forms with greater efficiency and fewer errors
- Designed a mobile application supporting service technicians by aligning workflows with real-world field research and task analysis
- Designed a mobile clock-in/clock-out experience optimized for construction site conditions, focusing on speed and simplicity
- Researched common error states and designed a standardized error screen system to improve user comprehension and recovery

Education

Bachelor of Fine Arts

Illinois Institute of Art;
Chicago, IL June 2000

Degree:

Web Design & Development

Contract UI/UX/Interaction Designer

Baxter 03/2018 - 09/2018

- Drove UX strategy for at-home kidney dialysis medical device software
- Led the re-architecture of navigation and information hierarchy to reduce cognitive load and simplify clinical workflows
- Partnered with clinical SMEs to define patient data structures and presentation models
- Established simplified interaction patterns for navigating between patient records, enabling efficient context switching

Contract UI/UX/Visual Designer

Cisco 10/2017 - 02/2018

- Led redesign of Cisco's Customer Support Portal to improve usability and self-service
- Designed search-driven workflows for case creation and case management
- Designed a case details experience enabling users to track case progress efficiently
- Collaborated with engineering to deliver technically feasible designs
- Developed a project-specific style guide with Cisco's new UI kit ensuring consistency

Senior User Experience Designer/Information Architect

Oracle Textura 08/2014 - 11/2017

- Founded and led a cross-functional UX practice across multiple product teams
- Drove the strategy and execution of a unified style guide across multiple applications, establishing consistency, scalability, and improved usability at the platform level
- Lead the UX and interaction design for a secure two-factor authentication (2FA) solution for a banking application, ensuring compliance, and a low-friction user experience

Additional Contracting Roles

06/2000 - 08/2014

- 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