

MICHAEL HOUGH

Senior Principal UX / Product Designer

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PROFESSIONAL SUMMARY

Senior UX and Product Designer specializing in complex, high-stakes environments — medical devices, fintech, and enterprise software. Expertise in user-centered design, interaction design, information architecture, and usability testing, with end-to-end capability from research and wireframing through prototyping and Figma delivery. Equally effective as a hands-on designer and cross-functional collaborator within Agile teams.

PROFESSIONAL EXPERIENCE

Senior Principal UX / Interface Designer — **Baxter** | 05/2022 – 02/2026

- Sole UX designer responsible for patient monitoring and IV infusion pump touchscreen interfaces, evolving a third-party foundation into a fully owned design through iterative human factors studies and edge case resolution.
- Designed device settings and initial setup experiences from scratch with no predefined requirements — work was exploratory and generative, with resulting designs directly informing and shaping the formal requirements process.
- Translated ambiguous clinical requirements into clear, validated UX solutions for FDA-regulated medical device software.
- Designed first-time device setup and unboxing experience, reducing friction for clinical staff during initial deployment.
- Refactored UI component library in Figma using components and Auto Layout, improving design consistency and accelerating engineering handoff.
- Extended design system standards to a hospital management web application, ensuring visual and interaction consistency across platforms.
- Contributed to human factors study planning and iterative design improvements in collaboration with usability research teams.
- Partnered with engineering to reduce design-development friction, improving specification clarity and implementation accuracy.

Senior Product Designer — **Shift4 Payments** | 07/2021 – 05/2022

- Conducted qualitative research through SMB merchant interviews and usability testing to identify pain points and validate design decisions across multiple product areas.
- Owned end-to-end UX design for a new gift card creation and sales feature within an existing merchant platform, covering both physical and digital card workflows.
- Simplified a complex, multi-step loan application workflow for SMB merchants, reducing cognitive load and improving task completion through clear information hierarchy and progressive disclosure.
- Led a comprehensive UX analysis of Lighthouse Business Manager — including heuristic evaluation, merchant interviews, wireframes, and user flows — resulting in simplified navigation, a redesigned menu structure, and improved analytics discoverability.

Senior UX / UI Designer — **Jirav** | 08/2020 – 07/2021

- Sole designer for a financial planning platform serving CFOs and finance teams, collaborating directly with the CFO-founder to deeply understand domain requirements and user mental models.
- Translated complex financial driver modeling concepts into intuitive interaction patterns and information architecture, informed by ongoing collaboration with finance domain experts.
- Owned end-to-end design of collaborative financial data workflows, balancing usability with sophisticated domain requirements for a technically fluent user base.
- Designed a new in-product announcement system from scratch to improve feature adoption and user awareness across the platform.
- Diagnosed usability issues through heuristic evaluation and user feedback, driving iterative UX improvements across multiple product areas.

Senior UX / UI Designer — **Viewpoint** | 09/2018 – 08/2020

- Conducted field research on active construction sites to observe service technician workflows firsthand, directly informing mobile application design decisions.
- Planned, conducted, and analyzed multiple usability tests for mobile applications, translating user insights into validated design improvements.
- Designed a customizable mobile navigation system allowing construction workers to personalize workflows based on individual role and task patterns.

- Designed a mobile clock-in/clock-out experience optimized for construction site conditions — prioritizing speed and glanceability for workers in the field.
- Redesigned a form builder enabling field technicians to create custom forms with greater efficiency and fewer errors.
- Researched common error states across the platform and designed a standardized error screen system adopted platform-wide, improving user comprehension and recovery consistency.

Contract UX / Interaction Designer — Baxter | 03/2018 – 09/2018

- Sole UX designer driving strategy for at-home kidney dialysis medical device software used by clinical staff to manage patient care.
- Grounded all design decisions in a comprehensive third-party research foundation — spent initial weeks immersed in field study reports and recorded user interviews before a single design decision was made.
- Led re-architecture of navigation and information hierarchy to reduce cognitive load and simplify complex clinical workflows, directly informed by research findings.
- Partnered with clinical SMEs to define patient data structures and presentation models appropriate for a regulated medical context.
- Established simplified interaction patterns for navigating between patient records, enabling efficient context switching for clinical users managing multiple patients.

Contract UI / UX Designer — Cisco | 10/2017 – 02/2018

- Sole UX designer leading the redesign of Cisco's Customer Support Portal for enterprise IT customers, focused on improving usability and self-service task completion.
- Designed search-driven workflows for case creation and case management, reducing friction for technically sophisticated users navigating complex support needs.
- Designed a case detail experience enabling enterprise customers to efficiently track case progress and status.
- Authored a comprehensive 33-page modular UX playbook for developers — a component-level specification library created mid-project when Cisco updated their design standards, ensuring implementation consistency across all portal flows.
- Collaborated with engineering throughout to ensure designs were technically feasible and accurately implemented.

Senior UX Designer / Information Architect — Oracle Textura | 08/2014 – 11/2017

- Founded Textura's UX practice from the ground up — recruited and mentored designers, established process, and embedded UX across 4–6 cross-functional product teams serving construction finance and payment workflows.
- Drove strategy and execution of a unified style guide across multiple enterprise applications, establishing platform-level consistency, scalability, and improved usability.
- Led UX and interaction design for a secure two-factor authentication solution for a banking application, balancing regulatory compliance with a low-friction user experience.

ADDITIONAL CONTRACTING EXPERIENCE (2000 – 2014)

Clients include: Motorola, Razorfish, Discover Financial, CVS Caremark, Argonne National Labs, and American Medical Association.

SKILLS

Research & Strategy: UX research, usability testing, heuristic evaluation, task analysis, information architecture, field research, AI-assisted design documentation

Design & Prototyping: Interaction design, wireframing, prototyping, responsive UI design, design systems, user-centered design

Tools: Figma, Adobe Creative Suite, Sketch, Balsamiq, Microsoft Office

EDUCATION

Bachelor of Fine Arts — Web Design & Development

Illinois Institute of Art, Chicago, IL