

“WE BUILT THIS UNIVERSE, THIS TECHNOLOGY, THESE connections, this society, and all we can do with it is make junk. All we can do with it is put on stupid entertainments. I’m not buying it.” – Seth Godin

Just as I design experiences, experience has designed me. My discipline spans the boom of new media to the buzz of product design with a foundation of agency experience in branding, marketing, editorial and information design based on a lifelong indulgence in art and design. Now twenty-five years into a career, the inspiration remains a devotee’s understanding of inherent beauty and creativity in human relationships.

GROUPON INC: SEATTLE WA

PRINCIPAL PRODUCT DESIGNER, 2014-2022

As manager, I established processes for engagement and alignment. Process management included market research, prototyping, user testing, analytics, proof-of-concepts, and feature releases, while acting as torch-bearer for vision and strategy through iteration, validation, and execution. I mentored designers for growth through collaboration and consensus building while promoting autonomy and egalitarian co-leadership.

As contributor, I aligned strategy with executive leadership, led cross-functional teams, drove end-to-end visions, and negotiated the expression of Groupon’s brand within products. I designed features prioritizing clarity and visual hierarchy through components of our product design system. Overall, I reminded my teams that usability does not have to be at the expense of beauty and ideal standards of design that we embedded in the language of our systems and principles. By employing the widest variety of tools and methodologies, I helped sustain a collaborative, inspired, and dynamic creative ethos throughout the organization.

WALGREENS ECOMMERCE: CHICAGO IL

CX CONSULTANT, DIGITAL HEALTH, 2013-2014

My role with Walgreens Ecommerce was to direct and contribute to a specialized new product development effort to re-engineer their touch points with customers as more personalized, practical, and relevant. I managed the design and development of their health dashboard advocating for consumer-first, industry-best interaction models. Strategy, branding, content strategy, and interaction design were key inputs to rapid-prototyping, research, and custom software development.

Through this unique leadership position, usability testing and responsive/device agnostic updates extended the reach and capabilities of our UX/CX internal teams and expanded the role to drive an organization-wide consumer-first strategy.

PERFICIENT XD: ST LOUIS MO

SR MANAGER, EXPERIENCE DESIGN, 2013

I worked for the technology consultancy Perficient to help create and direct an experience design practice. The effort included hands-on design and creative direction for Best Buy and a proprietary health dashboard start-up as well as presentations, proposals, and new business development. Essential tasks included internal mentoring and fostering design innovation and collaboration while establishing an agency environment.

FRNKNDZN™: WORLDWIDE

PROPRIETOR, DESIGN DIRECTOR, SINCE 1995

WHITEPAGES.COM

For Whitepages.com, I composed user stories, mapped flows, and created design patterns to leverage their industry-leading concentration of location data for a neighborhoods product. The result was a library of compositions and storyboards illustrating their innovation potential for scaling forward best practices of mapping services and social media products to create neighborhood networks both personal and businesses with modes of organic discovery and direct intent.

CINIMEO, RELATIONLIST

Frankendesign engaged in product development, creative direction, branding, CX, UX, and UI for proprietary entertainment and social media products Cinimeo® and Relationlist®. I led workshops to ideate on technological potential, establish a brand and marketing strategies, and define audiences through functional and emotional fulfillment. I conducted branding workshops and delivered identity design integrated throughout the UI and visual design. Cinimeo creates a three-sided market for moviegoers, filmmakers, and producers to connect, rate, and greenlight entertainment ventures. Relationlist is a social media product leveraging third-person testimonials for romantic relationships.

BUUTEEQ

I worked with startup Buuteeq to launch a beta SaaS application that translated pen-and-paper offline availability management of family-run resorts to an effective, flexible, and adoptable online product optimized for speed and accessibility due to remote locations. We leveraged hands-on usability testing and persona-based user scenarios for B2B and B2C websites, marketing, and applications. After a highly-acclaimed launch in Q1 2011, we added features and improvements based on customer feedback, and created benchmarks and prototypes for v2 concepts.



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Other notable clients include online travel agent Orbitz.com; extreme sports clothing and gear start-up Respect Your Universe, Chicago's four-star MK Restaurant; and Amisys SynerTech for their health care management SaaS application. As a design resource to independent, community service, and nonprofit organizations, Frankendesign established the identity and editorial templates for Number: An Independent Journal of the Arts and the identity and event marketing for The Jazz Foundation of Memphis.

SIGMA ALDRICH: ST LOUIS MO

UX PRACTICE LEAD, 2012-2013

I worked with Sigma Aldrich following their brand audit to manage the redesign of their online research library and B2B ecommerce site. I partnered with the directors of marketing, brand, and technology to understand brand appeal, foster collaboration, secure the influence of customer research, and scope requirements for complex government regulation and security. By better defining roles and responsibilities within teams and facilitating various stages of the redesign, I executed a framework that included agile development, brand extension, and human-centered design.

MICROSOFT: SEATTLE WA

SR UX DESIGNER, SR ART DIRECTOR, 2010-2012

I managed teams and contributed designs for Microsoft's Central Marketing Group and Volume Licensing Department, Microsoft's largest revenue generating segment. I wireframed agile iterations for quick pulse and A/B testing and designed a global UI framework that would scale their extensive categories of products, downloads, and services offered through a network of brand and partner websites.

With an increased focus on the online/offline customer experiences, I facilitated brand standardization from a new marketing vision with a strong social media component. I streamlined design guidelines and templates integrating strict international accessibility requirements.

HILTON WORLDWIDE: MEMPHIS TN

MANAGER, WEB DESIGN, 2007-2009

With the merger of Hilton's North American and International operations, I led a design team in brand research and interface design distinct to international markets. Management and project oversight included teams, travel, and research for the UK, Germany, and Japan. I joined the newly formed Hilton Worldwide to manage the internal design team responsible for daily maintenance, enhancements, and oversight of vendors and standards for the family of brands and HHonors loyalty program.

LOKION: MEMPHIS TN

INTERACTIVE CREATIVE DIRECTOR, 2005-2007

At the interactive agency Lokion, I recruited, mentored, and managed the design department and established a cross-segment creative process. I planned and implemented promotional materials defining our brand voice and the company's position as a strategic interactive design firm.

Creative direction included ecommerce design for Viking Range and Cellular South; pitch and interactive marketing for Forrest Perkins; and cross-platform application interface design and interactive marketing for FedEx.

ORBITZ: CHICAGO IL

SR INTERACTIVE DESIGNER, 2003-2005

I worked closely with product teams for air, car, hotel, cruises, vacations, deals, and attractions and services to define functional requirements and extend our UI and visual language to new features and marketing. My role also involved project scoping, prototyping, presenting and consensus building as well as process development and management, design standardization, and all relative documentation.

TWOHUNDREDTWELVE°: CHICAGO IL

CREATIVE DIRECTOR AND PARTNER, 2001-2003

We described twohundredtwelve° as a design laboratory of new concepts applied to the tired 'new media' agency model. Combining a broad range of expertise, I managed small teams that evolved through each project according to specific needs. As a partner, responsibilities included business development and client engagement as well as creative direction and hands-on design.

twohundredtwelve° took on design and maintenance for the Orbitz.com beta launch. We spearheaded a complete redesign years later to accommodate upgrades and new features with direction and contributions supporting the brand identity while developing the online style guide.

Other projects included event promotion for Nike, an internet radio portal for Akoo.com, the website of Chicago's BIN36 wine bar, the identity and website for New York experimental theater company Division 13, interactive marketing for Raffles International's Swissôtel, and interactive design and marketing for French/English design and street fashion magazine Trace.

LEAPNET/QUANTUM LEAP: CHICAGO IL

ASSOCIATE CREATIVE DIRECTOR, 1997-2001

For this full service advertising and new media agency, I directed creative for the development of Andbook.com, a European hotel portal for business travelers through a partnership of Hilton, Accor, and Forté. I led a creative team for the redesign of Northern Trust and Northern Funds websites to include new features of personalization, templated design, account management tools, and modernized branding.

Other projects included creative direction for a website redesign for Sam's Club, website redesign contribution for American Airline, and online marketing for Microsoft. A feature project was Xhibition, an online event curating street art and technology through a DJ'ed gallery exhibition.

TOWERY PUBLISHING: MEMPHIS TN

SR ART DIRECTOR, 1992-1997

I contributed cover-to-cover editorial design and managed resources for the publication of nationwide city guides and our local business magazine.

UNIVERSITY OF MEMPHIS

BFA, 1987-1991

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