

Forsythe

Michael Digital mystic. Practical idealist. Thirty years as manager and contributor spanning the boom of new media to the buzz of product design, from a foundation of boutique agency experience to Fortune 50 design leadership and a lifelong indulgence in art and design.

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Sr Manager, Product Design

Walmart, 2022-current

For the world's largest retailer, I manage design teams for Wellness My Way, an engagement-driven health program providing curated retail and personalized interventions for at-risk customers; and Vision, matching high-growth OKRs to best-in-class experiences for omni-channel shopping and prescription services. I mentor designers toward self-efficacy through partner relationships and roadmap management, while creating safe spaces for each designer to do their best work, grow their skills, and become knowledge experts of their domains.

To deliver experiences with high-stakes visibility, I manage alignment across a vast network of stakeholders to negotiate business, product, engineering, and design goals. As a conduit to star-power executive leadership, I ensure designs and pitches are vetted through research, best practices, systems audits, and partner alignment while validated by conversion metrics and qualitative feedback.

Product Design Lead

Groupon, 2014-2022

Through eight-years of leadership in a company prone to reinventing itself, I established an adaptive design process for alignment to include market research, prototyping, user testing, analytics, proof-of-concepts, feature releases, and North Stars. Through experimentation with tools and methodologies, I helped sustain a collaborative, inspired, and dynamic creative ethos throughout the organization. I mentored designers for growth while promoting autonomy and egalitarian co-leadership.

As torch-bearer for annual company performance goals, I aligned strategy with executive leadership, led cross-functional teams, drove end-to-end visions, and infused the expression of Groupon's brand within its products. Our design team consistently launched features that supported a two-sided marketplace through growth and maintenance, mindful of pivots and course-correction.

Lead CX Consultant, Product Design

Walgreens, 2013-2014

My role with Walgreens Ecommerce was to direct and contribute designs to a health and prescriptions dashboard in a start-up environment. We re-engineered touch points with customers to be more personalized, practical, and relevant. I managed design and stakeholder relationships advocating for consumer-first, industry-best-practice interaction models in an engineering-driven company. After testing several proof-of-concepts, we adapted and launched new personalization features to our legacy architecture platform in lieu of a company restructuring.

Sr Manager, Experience Design

Perficient XD, 2012-2013

I managed a team of full-stack designers for the technology consultancy Perficient to help create and direct an agency-model experience design practice. Highlights include creative direction for Best Buy and a proprietary health dashboard start-up as well as resource management, a pitch for agency/technology-of-record for Drury Hotels, and ongoing new business development.

UX Practice Lead

Sigma Aldrich, 2013

I led a UX and technology team tasked with maintaining Sigma Aldrich's industry-leading digital footprint to compete with the entry of Amazon into the marketplace for lab supplies and subscription research. Following an extensive brand audit, I aligned marketing, brand, and technology to a collaborative framework that leveraged agile development, brand extension, and human-centered design. My teams launched several features to expand capabilities of a proprietary research library and B2B retail vetted through a new lens of customer research while also prioritizing regulatory and security challenges.

Director, Designer, Proprietor

FRNKNDZN™, 2001-2013

For Whitepages.com, I led strategy to leverage their industry-leading concentration of location data for a neighborhoods product. The result was a library of user flows utilizing mapping services and social media to create neighborhood networks through organic discovery and direct intent.

Frankendesign engaged in product development, creative direction, brand strategy, UX, and UI for proprietary entertainment and social media start-ups Cinimeo® and Relationlist®. Cinimeo creates a three-sided market for moviegoers, filmmakers, and producers to rate and greenlight entertainment ventures. Relationlist is a social media product leveraging third-person testimonials for romantic relationships.

I worked with startup Buuteeq, since purchased by Priceline, to deliver a beta SaaS application that translated "pen-and-paper" inventory management to an effective, flexible, and adoptable digital booking engine optimized for speed and accessibility. After a highly-acclaimed launch in Q1 2011, I roadmapped features and improvements based on customer feedback, and created benchmarks and prototypes for v2 concepts.

Other highlights include product design and strategy for online travel agent Orbitz.com and design direction for Amisys Synertech's health care management SaaS application. As a volunteer resource to independent and nonprofit organizations, Frankendesign designed and managed the identity, editorial templates, and event marketing for *Number: An Independent Journal of the Arts* and The Jazz Foundation of Memphis.

Sr Art Director, UX

Microsoft, 2010-2012

I managed teams and contributed designs for Microsoft's Central Marketing Group and Volume Licensing Department, Microsoft's largest revenue generating business segment. Contributions included agile iterations for quick pulse and A/B testing and a global UI framework scaling extensive categories of products and services offered through a network of brand and partner websites. I aligned our teams to a new marketing vision, style guide, and strict international accessibility requirements.

Manager, Web Design

Hilton Worldwide, 2007-2009

I led a multi-disciplinary design team through Hilton's merger of North American and International operations. Management and project oversight included brand audits and user research for hospitality in the UK, Germany, and Japan. Our internal design team was responsible for daily maintenance, enhancements, and oversight of standards for the family of brands and HHonors loyalty program.

Interactive Creative Director

Lokion, 2005-2007

At the boutique interactive agency Lokion, I recruited, mentored, and managed the design team and established a cross-functional 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, interactive marketing, and application interface design as agency-of-record for Viking Range and FedEx.

Sr UX Designer

Orbitz, 2003-2005

I worked closely with product teams for air, car, hotel, cruises, vacations, deals, and attractions and services to define design requirements and apply UI and visual language to ongoing development of customer-first features. My role involved project scoping, prototyping, iterative UX design, pitches, and consensus building while contributing to process management, our growing design systems, and project documentation.

Creative Director, Partner

twohundredtwelve°, 2001-2003

twohundredtwelve° became the interactive design agency for the Orbitz.com beta launch and spearheaded a complete redesign years later to accommodate upgrades and new features. Positioned as a design laboratory applied to the tired 'new media' agency model, I managed small agile teams with iterative project objectives. As a partner, responsibilities included business development and client engagement as well as creative direction and hands-on design. Other projects included event promotion, the Akoo.com internet radio portal, local business editorial and ecommerce websites, and interactive marketing for Raffles International's Swissôtel.

Associate Creative Director

Leapnet, 1997-2001

For this full service advertising and new media agency, I directed creative for the development of 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 Sam's Club ecommerce, online booking for American Airlines, and online marketing for Microsoft.

Sr Art Director

Towery Publishing, 1992-1997

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

BFA, Graphic Design

University of Memphis, 1987-1991

END No AI was used in the creation of this resume, for better or worse.

