

# Forsythe

**Michael:** Digital mystic. Practical idealist. As a design leader and hands-on contributor across boutique agencies and Fortune 5 corporations, I've led research-informed strategies that improved discoverability and conversion, and bridged gaps between in-store and online experiences. I've facilitated cross-functional workshops to define and implement design principles, shaped hospitality and travel booking strategies across three continents, and influenced real-world behavior change through digital products that support whole health maintenance.

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## **Sr Manager, UX Design** Walmart, 2022-25

At the world's largest retailer, I led design teams across Vision Center and Pharmacy, shaping both in-store associate tools and customer-facing digital experiences for shopping, ordering, and account management. I led the vision for Wellness My Way, a proposed engagement-driven health platform offering curated retail journeys and personalized interventions for at-risk customers.

I created an environment where designers felt supported, empowered, and free to take creative risks, helping them grow as confident collaborators and subject matter experts. I drove alignment across business, product, engineering, and design to deliver high-visibility experiences tied to aggressive OKRs and long-term North Star strategies. Serving as a strategic liaison to executive leadership, I ensured design proposals were validated through both qualitative feedback and quantitative insights.

## **Product Design Lead** Groupon, 2014-22

Over eight years at a company defined by reinvention, I built an adaptive design practice grounded in research, prototyping, testing, analytics, and iterative releases—aligned to long-term North Star strategies. I cultivated a collaborative, energized design culture by mentoring for growth, promoting autonomy, applying design principles, and encouraging egalitarian co-leadership across teams.

As a torchbearer for annual company goals, I aligned design strategy with executive leadership, led cross-functional teams, and shaped end-to-end product visions that brought the Groupon brand to life. I championed an initiative to increase merchant offers in response to declining deal density, partnering directly with product and engineering to boost conversion and re-incentivize merchants to join the platform. Our team consistently launched features supporting a complex two-sided marketplace, balancing growth with adaptability amid shifting business priorities.

## **Lead CX Consultant** Walgreens, 2013-14

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, XD** Perficient XD, 2012-13

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 strengthening Sigma Aldrich's industry-leading digital footprint for laboratory research and supplies. 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 access, empower users, and enhance security of our proprietary research library and highly regulated B2B retail.

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**Director, Designer**  
FRNKNDZN™, 2001-13

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 efficiency 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, 2010-12

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, 2007-09

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.

**Creative Director**  
Lokion, 2005-07

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, 2003-05

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°, 2001-03

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, 1992-97

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, 1987-91

Four year fine arts degree with a concentration in graphic design and professional studios.

