

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, my teams boosted in-store engagement by designing associate tools in parity with our consumer app—leading to smoother interactions and fewer returns. We grew prescription accounts through connected retail experiences for shopping, ordering, and account management. And I led the vision for a behavior-driven health pilot to trigger personalized interventions from customer data merging service and retail.

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 promoted alignment across business, product, engineering, and design to deliver high-visibility experiences tied to aggressive OKRs and long-term North Star strategies. Serving as 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 process that moved my teams through research, prototyping, testing, analytics, and iterative releases. From this, we delivered and maintained a proprietary reservations engine with end-to-end strategy that incentivized a record number of new merchant contracts for bookable products across Food and Wellness categories.

I championed an initiative to increase merchant offerings in response to declining deal density, partnering with product and engineering to launch experiments that consistently honed deal discovery and boosted conversion. Our feature releases supported a complex two-sided marketplace, balancing revenue with adaptability amid shifting business priorities. I cultivated a productive, collaborative, energized design culture by mentoring for growth, promoting autonomy, applying design principles, and encouraging egalitarian co-leadership across teams.

Lead CX Consultant Walgreens, 2013-14

My role with Walgreens Ecommerce was to direct and contribute design for a health and prescriptions dashboard. Acting with a disruption mindset and partnering closely with research, we re-engineered consumer touch points to be highly personalized, boosting account logins through health-conscious pharmacy engagement. Advocating for consumer-first, industry-best-practice interaction models in an engineering-driven company. I pivoted our team's focus to a utilize a new design system that accommodated personalization features over legacy architecture.

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 **END**

