

Forsythe

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

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Walmart

Sr. Manager, UX Design
Seattle, WA / Bentonville, AR
2022–2025

- Led design teams across Vision Center and Pharmacy, shaping in-store associate tools and consumer retail, ordering, and account management experiences, consistently optimizing for increased conversion while reducing drop-off.
- Delivered the beta for Wellness My Way, an engagement-driven wellness platform offering curated retail journeys and interventions for at-risk customers.
- Fostered a culture of empowered designers, promoting autonomy, creative risk-taking, and collaboration with product, engineering, and executive leadership.
- Aligned design initiatives with business priorities, OKRs, and long-term North Star strategies to deliver high-visibility experiences.

Groupon

Product Design Lead
Chicago, IL / Seattle, WA
2014–2022

- Led initiatives that increased merchant offers and drove consumer loyalty in a two-sided marketplace, partnering directly with product and engineering.
- Built and scaled an adaptive design practice grounded in research, prototyping, testing, analytics, iterative releases, and design systems.
- Mentored design teams, promoted autonomy, applied design principles, and encouraged co-leadership to cultivate a collaborative, energized culture.
- Aligned design strategy with executive leadership to deliver end-to-end product visions that supplied bookable inventory and supported brand and company goals.

Walgreens

Lead CX Consultant
Chicago, IL
2013–2014

- Directed design for a health and prescriptions dashboard, improving personalization, usability, and relevance across customer touchpoints.
- Managed design and stakeholder relationships to advocate for consumer-first interaction models across services and retail.
- Tested proof-of-concepts and launched new personalization features within legacy architecture during company restructuring.

Microsoft

Sr. Art Director, UX
Seattle, WA
2010–2012

- Defined initiatives and contributed to design for Central Marketing Group and Volume Licensing, Microsoft's largest revenue segment.
- Delivered agile iterations, A/B testing, and global UI frameworks aligning marketing vision, style guides, and international accessibility requirements.



Hilton
Manager, UX Design
Memphis, TN
2007–2009

- Led a multi-disciplinary design team through Hilton's North American and International operations merger.
- Partnered in ethnographic research across Japan and Germany, informing design systems, UX patterns, and enhancements for global hospitality experiences.
- Managed daily design operations, ensuring consistency, usability, and adherence to brand standards across Hilton's family of brands and Honors loyalty program.
- Developed reusable international design standards for booking and account management adopted across multiple regions.

Leapnet
Assoc. Creative Director
Chicago, IL
1997–2001

- Directed creative for an international hotel booking portal startup funded by Hilton, Accor, and Forté, driving global hospitality e-commerce strategy and UX.
- Oversaw brand extension, design, and digital experiences for clients across travel and retail, ensuring alignment of creative vision with business goals.
- Led multi-disciplinary teams delivering enterprise e-commerce and interactive marketing solutions for Sam's Club, Northern Trust, Microsoft, and American Airlines.

Earlier career / selected roles

Frankendesign
Director / Designer
Worldwide, 2000–2013

Contributed strategy and new feature development for Whitepages.com. Product design, UX, and UI libraries for Orbitz. Branding and consumer-facing UX for startups Cinimeo® and Relationlist®. SaaS product design and pattern libraries for start-up hospitattly (Buuteeq/ Priceline) and enterprise healthcare payer applications.

Sigma Aldrich / Perficient
UX Practice Lead
St. Louis, MO, 2012–2013

Led UX and technology team to strengthen digital footprint for laboratory research and B2B retail through human-centered design frameworks and compliance adherence. Managed full-stack design team for PerficientXD, establishing an agency-model experience design practice supporting Best Buy and a proprietary health dashboard start-up.

Lokion
Creative Director
Memphis, TN, 2005–2007

For this boutique interactive agency, I recruited and led design teams to support interactive marketing and UX design as agency of record for Viking Range and FedEx. Worked with C-suite to position the brand and pitch new clients.

Orbitz
Sr. UX Designer
Chicago, IL, 2003–2005

Designed air, car, hotel, vacation booking features, contributing to growing design systems and cross-functional partner alignment for new feature releases.

twohundredtwelve°
Creative Director / Partner
Chicago, IL, 2001–2003

Led design agency for Orbitz.com start-up beta and scale-up redesign. Fostered new business and client engagements. Delivered local business editorial and ecommerce websites, and interactive marketing for Raffles International's Swissôtel.

Towery Publishing
Sr. Art Director
Memphis, TN, 1992–1997

Editorial design and art direction for nationwide publications and agency-style branding and marketing for local businesses.

BFA, Graphic Design
University of Memphis
1987-91

