



MICHAEL COLE
UX DESIGNER

colemichaeld@gmail.com
517.402.2138
m-cole.com

experience **Senior Experience Designer | Uptake | Chicago, IL**

February 2016 – Present

As a senior member of Uptake's UX team, I have led and supported numerous products and initiatives across a variety of industries, including transportation, mining, manufacturing, rail, and several others. Products have included condition monitoring and predictive analytics platforms utilizing AI and machine learning, mobile applications for IOT device onboarding and remote management, a comprehensive design system, and various other applications and experiments. Proficiencies and methodologies include field research and user shadowing, numerous prototyping methods, journey mapping, wireframing, usability testing, etc.

Senior UX Designer | Kapow | Chicago, IL

April 2014 – January 2016

As Kapow's first designer and 4th tech hire, I spearheaded the rapid growth of the UX practice. After launching several of Kapow's products, I eventually took ownership of the supply-side product. Led user research and interviews, prototyping, wireframing, user testing and final comps. Embedded in the product team, I worked closely with product managers/analysts, developers, QA and dozens of business stakeholders within a fast-paced agile sprint team.

Art Director | LoSasso | Chicago, IL

January 2010 – April 2014

As the lead art director on several accounts, I owned projects in web, mobile, social media, video, direct mail, event support, and directed photoshoots across the country. Managed a small team of freelancers and production designers to complete award-winning work.

Art Director | Slack and Company | Chicago, IL

August 2006 – December 2009

Concepted and designed websites, ad campaigns, collateral, identity, etc. for numerous clients in various industries. Worked closely with developers, account folks, copywriters, photographers and illustrators to achieve beautiful things and measured results.

Designer | BBDO | Mexico City, Mexico

2003

Worked with a team of designers, art directors, copywriters and account managers in the creation of interactive campaigns, display materials and identity in a multi-lingual and multi-cultural environment.

education **Bachelor of Arts: Design & Creative Advertising | Michigan State University**

May 2006

Concentration in design and art direction. Minor in photojournalism. Worked closely with department heads and students as a designer and photographer for the College of Communication Arts & Sciences.

skills **UX skills:** User research and interviews, sketching, wireframing, prototyping, usability testing, card sorting, competitive analysis, personas, user journeys, team building

Software: Axure, Sketch, InVision, XD, Zeplin, Illustrator, Photoshop, InDesign, various others

Partial fluency in Spanish and Portuguese