

# Michael Hough

ui designer | ux architect | visual designer

## Contact Me



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## My Skills

### ux design

- research
- task analysis
- information architecture
- interaction design
- personas

### ui design

- wireframes
- prototypes
- interface design
- responsive design

### visual design

- typography
- color selection
- style guides

### development

- basic html
- basic css

### programs

- adobe photoshop
- adobe dreamweaver
- adobe indesign
- adobe experience design
- adobe animate
- sketch
- invision
- balsamiq
- ms office



## About Me

I am a UI/UX and Visual Designer with over sixteen years experience designing responsive websites, e-commerce sites, and web based applications. I have experience in taking a project through its entire life cycle from concept to completion. I also address interaction design, sitemaps, create sketches, wireframes, visual designs and prototypes all while employing the best UX practices.



## Experience 2014–Present

### Oracle/Textura | Senior User Experience Designer/Architect

- Set up and run a UX group bringing designers and developers together to facilitate a more collaborative environment
- Lead efforts to create a cohesive style guide to bring all applications under the same look while fixing several usability issues
- Work with product owners to create a better user experience as well as more visually appealing applications



## Consulting and Contracting 2000 – 2014, 2017

### Contracting Highlights

#### American Medical Association | UI/UX/Visual Design

- Lead design efforts to create an internal collaboration tool
- Sole designer on a responsive redesign of their Annual Meeting website

#### Office Depot Max | UI/UX/Visual Designer

- Seamlessly combined the two modes of Office Max's B to B e-commerce website into a single mode for an improved experience
- Streamlined the Add to Cart process
- Add suggestive selling to the Add to Cart functionality
- Update the customer dashboard "My Workplace" page
- Created an Account Settings page to simplify user interactions

#### Argonne Labs | UI/UX/Visual/Interaction Designer

- Assessed and reorganized the navigation and user flows of LDRD intranet site
- Completely redesigned the LDRD internal site
- Argonne updated their style guide to follow the designs I created

#### Personalization Mall | UI/UX/Visual Designer

- Redesigned and simplified their header navigation, including suggestive selling in navigation dropdowns
- Updated landing page layouts, special attention was given the page heroes
- Restructured the sub-category landing pages
- Converted the footer into a sitemap style, helping user navigation and SEO
- Redesigned their blog

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## Education

### Bachelor of Fine Arts

Illinois Institute of Art;  
Chicago, IL June 2000

Degree:

Multimedia Production  
and Web Design

### Aon Hewitt | UI/UX/Visual Designer & Front End Developer

- Collaborated with Hewitt's two top salesmen to redesign their internal sales tool
- Redesigned Senior Navigators website simplifying the process to search and sign up for Medicare supplemental insurance

### Coupon Trade | UI/UX/Visual Designer & Project Manager

- Oversaw a team of designers and developers and monitored projects and deliverables
- Trained print designers how to be web designers
- Created all user flows for e-commerce site including:
  - Creating an account
  - Advanced search & filtering
  - Posting a product
  - Making a purchase
- Lead site design efforts
- Designed and animated Flash banner ads

### Purohit Navigation | Designer, Front End Developer & Animator

- Trained print designers how to be web designers
- Designed HTML emails and improved client click through rates
- Animated Lupus Initiative attraction loop
- Front end development work

### Riverside Publishing | Lead UI/UX/Visual Designer

- Collaborated with Product Owners and developers to design an application tracking childhood development from 3 months onto 6th grade

### Rowe International & Ami Entertainment | UI/UX/Visual Designer, Front End Developer & Animator

- Redesigned all touch screen jukebox interfaces
- Redesigned company intranet that allowed jukebox owners to control their jukeboxes remotely
- Created a series of animated tutorials training users how to use the updated intranet

### Additional Contracting Roles

My roles in these companies varied from: UX/Visual Designer & Animator, UI/UX Interaction/Visual Designer, Visual Designer & Front End Developer, Web Designer & Front End Developer, Email Designer & Front End Developer or Web Designer & Animator.

- Future Finance
- MTC Performance
- Walgreen's
- CVS Caremark
- Newark
- Motorola
- Razorfish
- Digitas
- Tribal DDB
- Next Wave Media