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 2014–2017

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 – 2018

Contracting Highlights

Baxter | UI/UX/Interaction Designer
- Worked on medical device software to improve its overall functionality
- Restructured application navigation to simplify user intercations
- Recreated the user flows to make processes simpler for users
- Worked with subject matter expert to restructure patient data to simplify how it is presented
- Simplified navigating between patients

Cisco | UI/UX/Visual Designer
- Recreated Cisco's Customer Support portal
- Simplified the case creation process by converting to a search based system allowing users to have more autonomy
- Added a functional case details page allowing users to progress their cases
- Collaborated with developers to allow the functionality of the designs to work within Pega the system used to manage the portal
- Created project specific style guide matching Cisco's UI kit

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

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

🎓 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 | Web 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
- Discover Financial
- MTC Performance
- CVS Caremark
- Personalization Mall
- Newark
- Motorola
- Razorfish
- Walgreen's
- Digitas
- Tribal DDB
- Next Wave Media
- Office Depot Max