

# Michael Gallegly

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User experience designer with a passion for helping businesses create compelling and practical interactive experiences, with a perspective that fuses embraceable technology, meaningful communication, and purposeful design. More than 18 years of professional and personal experience in interactive marketing and digital design.

## Experience

### Manifest

June 2014 – Present

Associate Director, UX Design: August 2017 - Present

Senior UX Designer: Sept. 2016 – August 2017

UX Designer: Aug. 2014 – Sept. 2016

Freelance UX Architect: June 2014 – Aug. 2014

### Responsibilities

- Design interfaces for consumer-facing websites, content hubs and content experiences, responsive web applications, and other digital experiences
- Support user testing and research with scenario creation and interactive prototype development
- During my tenure, involved in multi-discipline, team-based projects and solo UX engagements with clients such as Edward Jones, Enterprise, Alamo Car Rental, Allstate Insurance, Staples, Paper + Packaging Board, and more
- Consistent involvement in pitch and proposal efforts for all digital web new business pursuits
- Engage with client teams in discovery efforts, kickoffs, and requirement gathering sessions to uncover business needs and project goals
- Provide UX perspectives, concepts, and other needs for new business development and pitch preparation
- Contribute to Manifest.com design, planning, content strategy, and various inspiration initiatives
- Manage team resources, pattern libraries and UI kits and process improvements, and adoption of Adobe XD
- Mentorship of junior level colleagues; particularly focused on web design and collaborative efforts

### Ogilvy & Mather – Freelance UX Architect

November 2013 – May 2014

### Responsibilities

- Assisted in UX planning and design on interactive projects for various brands including Huggies, Drano, Shout, Kiwi Shoe Care, Zebra Technologies, CDW, and the University of Chicago
- Planned and designed website experiences for desktop, tablet, and mobile devices
- Collaborated with strategists, designers, and developers to ensure that information architecture accurately supported business and consumer needs for content-driven informational websites, large-scale product sites, and micro-sites that drive consumer engagement and product trial

### One North Interactive (Formerly Hubbard One)

2007 – 2013

Account Strategist: Aug. 2012 – March 2013

Interactive Marketing Strategist & UX Designer: Jan. 2011 – Oct. 2012

Project Manager: Nov. 2007 – Dec. 2010

### Responsibilities

- Consulted as a multi-faceted interactive strategist and designer with legal industry clients on strategy and user experience design for large-scale websites, mobile sites, micro-sites, and blogs

- Launched 15+ mobile sites for clients between 2010 and 2013. Assisted in site setup, content strategy, deployment, multi-platform testing, client and internal training, and worked with product team to identify and scope future enhancement opportunities
- Prepared business strategy briefs and developed recommendations for new website projects
- Guided requirement gathering meetings and presented “innovative” ideas and best practices
- Created UX documentation including wireframes, site maps, and functional requirements
- Supported sales activities with client site audits, project estimate, scoping documents, and mockups
- Educated clients on SEO and content strategy tactics
- Provided post-launch support and helped strategize and deliver site enhancements and other website marketing needs including blogs, micro-sites, mobile sites, and social sharing tools.
- Managed multiple project responsibilities simultaneously including timelines, budgets, QA testing, and live delivery of redesign projects and post-launch enhancements

## Levenfeld Pearlstein, LLC – Marketing Coordinator

2002 – 2007

### Responsibilities

- Managed 2006 website redesign, including content strategy and SEO initiatives
- Directed the publication of a quarterly newsletter distributed to approximately 4,000 clients
- Developed case study format and prepared client case studies examining successful legal matters
- Managed the implementation and publication of email newsletters
- Assisted in collateral improvements, copywriting and editing, advertising strategy, marketing research, and project management with design and print vendors

## Education

### The University of Texas at Arlington

1996 – 2001

- Bachelor of Arts, Advertising | Minor, Architecture
- Focus on interactive marketing and web design

## Tools & Skills

- Proficient in Adobe XD, Sketch, InVision Enterprise Ecosystem, Photoshop, Illustrator, Keynote, Shorthand, and Adobe Lightroom
- Strong understanding of Wordpress customizations and theme development, and other CMS platforms
- Strong understanding of HTML, CSS, responsive design, Lottie animations, and general web technology
- Creation of UX deliverables such as user flows, journey maps, site maps, conceptual designs, low-high fidelity wireframes and prototypes, and functional documentation
- Agile projects in team-based collaborative environments
- Digital photography and post processing
- Audio recording and sound editing

## Websites

- UX Design Portfolio - [www.mguxd.com](http://www.mguxd.com) (PW: Gallegly2022)
- Photography Portfolio – [www.michaelgallegly.com](http://www.michaelgallegly.com)