

Michael Gallegly

Glenview, IL | Phone: 773.330.6061 | michael@mguxd.com | www.mguxd.com

UX Designer and creative professional with a passion for making digital experiences that resonate in the moment and linger long after. More than 20 years of experience in interactive marketing and digital design, including websites, web apps, content hubs, scrollytelling experiences, and more.

Experience

Manifest - June 2014 - March 2024

- Director of Experience Design: Nov. 2022 - Mar. 2024
- Associate Director, UX Design: Aug. 2017 - Nov. 2022
- Senior UX Designer: Sept. 2016 - Aug. 2017
- UX Designer: June 2014 - Sept. 2016

Responsibilities

- Directed the strategic design vision for all digital web engagements including B2B and B2C websites, content hubs, microsites, and content experiences, for brands including Allstate Insurance, GE Healthcare, Prescriptive Health, Enterprise, Aflac, Edward Jones, Staples, and CDW, and more
- Produced deliverables including UX strategy briefs, qualitative analyses, user journeys, personas, sitemaps and user flows, low-to-high fidelity wireframes, interactive prototypes, user testing scenarios, and functional requirements
- Engaged with client teams in discovery efforts, kickoffs, and requirement gathering sessions to uncover business needs and project goals
- Collaborated with and helped lead multi-disciplinary teams including creative and art directors, copywriters and editors, account managers, performance marketing and SEO experts, and both in-house and third-party developers
- Worked with leadership in pitch and proposal efforts for all digital web business pursuits
- Served as a thought leader on Slack and Intranet, inspiring colleagues to stay apprised of trends in web design, content design, tools and applications, AI advances, and more
- Managed resources, UI kits and process improvements, and adoption of Adobe XD and Figma
- Mentorship to help grow UX skills among junior graphic designers

Ogilvy & Mather – Freelance UX Architect November 2013 – May 2014

Responsibilities

- Assisted in UX strategy and design on projects for Huggies, Drano, Shout, Kiwi Shoe Care, Zebra Technologies, CDW, and the University of Chicago
- Collaborated with strategists, designers, and developers to support business and consumer needs for content-driven informational websites, large-scale product sites, and microsites that drive consumer engagement and product trial
- Responsible for development of personas, user journeys, mid-high fidelity wireframes, and functional annotations for responsive web experiences

One North Interactive (Formerly Hubbard One) 2007 – 2013

- Interactive Marketing Strategist & UX Designer: Jan. 2011 – March 2013
- Project Manager: Nov. 2007 – Dec. 2010

Responsibilities

- Consulted as a multi-faceted interactive strategist and designer with legal industry clients on strategy and design for large-scale websites, mobile sites, microsites, 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
- Created UX documentation including wireframes, sitemaps, and functional requirements
- Supported sales activities with site audits, project estimate, scoping, and design comps
- Provided post-launch support and helped strategize and deliver site enhancements and other website marketing needs including blogs, micro-sites, and mobile sites
- Managed multiple responsibilities including timelines, budgets, QA testing, and site launches

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
- Assisted in creation of print and email newsletter, case studies, collateral improvements, copywriting and editing, advertising strategy, marketing research, and vendor relationships

Education

- The University of Texas at Arlington 1996 – 2001 | BA, Advertising | Minor, Architecture

Tools & Skills

- Creation of UX deliverables such as user flows, journey maps, sitemaps, conceptual designs, low-high fidelity wireframes and prototypes, and functional documentation
- Proficient in Figma, Adobe XD, Sketch, Photoshop, Shorthand, and Adobe Lightroom
- Wordpress development, Oxygen Builder, and use of other CMS platforms
- Strong understanding of HTML, CSS, responsive design, Lottie animations, and web technology
- AI tools including ChatGPT, Midjourney, Adobe Firefly
- Digital photography and post-processing
- Audio recording and sound editing

Websites

- UX Portfolio - www.mguxd.com/xdportfolio (PW: MGux2024)
- Photography - www.michaelgallegly.com