

Michael Gallegly - UX Designer

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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, content 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

Accomplishments

- Guided the strategic design vision for B2B and B2C web engagements for brands including Allstate Insurance, GE Healthcare, Prescriptive Health, Enterprise, Aflac, Edward Jones, Staples, and CDW, and more.
- Directed digital design efforts by co-leading multidisciplinary teams of creatives, writers, account managers, performance marketing experts, and both in-house and third-party developers.
- Helped win a variety of new business opportunities through pitch and proposal efforts and close collaboration with leadership.
- Initiated and guided the transition from Sketch to Adobe XD, and the adoption of component-based design systems, helping creative teams gain significant collaborative efficiencies.
- Produced high-quality deliverables across 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.
- Served as thought leader on Slack, and by regularly sharing innovative and inspiring work on a self-built inspiration hub made with Wordpress and Oxygen Builder.
- Mentored junior visual designers to help grow UX and web design skills.

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

Accomplishments

- 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 for Huggies, Drano, Shout, Kiwi Shoe Care, Zebra Technologies, and CDW.
- Designed a tablet experience for the University of Chicago's bid for the Obama Presidential Library. The experience accompanied a large bound book, and was presented to the Obamas.
- Owned all UX deliverables across multiple projects, including wireframes, site maps, user personas, and user flows.

One North Interactive (Formerly Hubbard One) 2007 - 2013

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

Accomplishments

- Guided the strategy and design of eight full-scale website and multiple blog design projects for national and international law firms.
- Launched 15+ mobile sites as part of Hubbard One's first responsive mobile product offering. Aided in site setup, content strategy, deployment, multi-platform testing, client and internal training, and worked closely with product team to scope future enhancement opportunities.
- Supported sales activities for numerous successful new business pursuits with site audits, project estimates, scoping, and conceptual designs.
- Managed multiple client accounts including budget management, ongoing support, and organic growth.

Levenfeld Pearlstein, LLC – Marketing Coordinator 2002 - 2007

Accomplishments

- 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 newsletters, 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, Axure, Photoshop, Illustrator, InDesign, and Lightroom
- Expertise in Shorthand, a scrollytelling content platform
- 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, and Adobe Firefly
- Digital photography and post-processing
- Audio recording and sound editing

Websites

- UX Site: mguxd.com
- Portfolio: mguxd.com/xdportfolio (PW: MGux2024)

References

- Available upon request