

MICHAEL DAVID WATSON

SKILLS

- Well versed in Product, UX and UI Design work for responsive web + native mobile
- International and bi-coastal experience
- Highly adept to working in a team based atmosphere alongside self-driven tasks
- Smart Componentization + Symbol Libraries
- Comfort working in various digital mediums
- Detailed craftsmanship with an keen eye for balance, economy and continuity
- Knowledge of both Mac and PC based OS
- Proficient in the MS Office Suite, Google Apps, Miro, Figma, Mural, Zeplin, Sketch, Adobe Suite, InVision, Trello, Confluence and JIRA software with a high-level working knowledge of front end CSS and web 3.0

EXPERIENCE

Walmart

Sr. UX Designer

Austin, TX 5/22-Current

Vetted and refined enterprise-focused design system components & style updates for a transformation from Material Design to (Walmart) Living Design standards.

Improved usability prioritization by implementing meaningful insights gathered from multiple international listening sessions.

Supported guiding principles which focused on unifying sourcing/supplier workflows, enhancing dialogue and streamlining data capture through process automation.

Charles Schwab

Sr. UX Designer

Austin, TX 5/19-8/20

Consulted for various design efforts on the Digital Asset Transfer platform to assist in a modernization of business essential programs for the e-retail experience on schwab.com.

Joined and integrated alongside content, research, accessibility and other product partners to help deliver products with a highly-vetted and fully-fledged user focus.

Championed agile processes to help track feature progress and ensure that milestones and deliveries were made on-time.

8fig

Lead Product Designer

Austin, TX 10/21-4/22

Acted as the Principal Design Lead to help scope a product vision and web-app focused foundation for a profitable planning tool.

Successfully hired and managed Jr. Designers while also creating and quickly iterating on new design standards for both product and marketing teams.

Drove insight and testing-focused updates to onboarding process changes that resulted in a monthly new user conversion increase of +30% month/month growth.

Under Armour

Sr. UX/UI Designer

Austin, TX 12/18-5/19

Lead the joint effort as the sole designer on Unified Profile to clarify the form and function of the user profile across UA mobile apps.

Crafted a flexible design approach to ensure each UA application on both iOS and Android operating systems felt familiar, yet fresh while functioning as a cohesive set.

Integrated with multiple levels of product ownership, allowing for smooth platform integration and ensured quick and painless transitions alongside engineering efforts.

PayPal

Lead UX/UI Designer

Austin, TX 9/20-10/21

Oversaw all aspects of the design process that relates to the developer.paypal.com web experience for multiple product areas.

Helped create, iterate, redefine and test new responsive design system standards for front-end and product integrations.

Worked closely with content, research, management and outside design resources to collaborate on a reenvisioned site map IA and site navigation style to create a use-case centric overhaul of 1,800+ pages.

Ernst & Young

Lead Product Designer

Atlanta, GA 6/17-3/18

Consulted with multiple service lines of business in working groups to prioritize and build out enterprise level software requests.

Advised on software updates and style guide organization to allow for more fluid design standards for applications among decentralized and remote teams.

Tracked working cycle progress on multiple variants of product implementation with design, development and project leads to maintain a consistent delivery schedule.

EDUCATION

B.A. Advertising Design

Minor: Interaction/ Game Design

SCAD Atlanta, GA - December 2011

- Recipient of Comb's Honors Scholarship/ Cross Country Running Athletic Scholarship
- Dean's List for all quarters attended
- Final Overall GPA 3.5 | Major GPA 3.8
- V.P. of the student Activities Council
- Graduated with honors

Associate in Liberal Arts,

Oakland Community College

Troy, MI - December 2007

- Dean's List for all semesters
- Phi Theta Kappa Honors Society
- Psi Beta Honors Society
- GPA of 3.8
- Graduated Magna Cum Laude

CONTACT

678.923.7557

mdwcreative@gmail.com

mdwcreative.com

