



Michael Allenberg

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Summary

Product Design and Management professional with 19+ years' experience designing products, leading client engagements, contributing to growth in account base & revenue, and building & leading multi-disciplinary teams in Agile environments.

Social Media

- [LinkedIn](#)
- [Twitter](#)
- [Facebook UX Page](#)

Specialties

- Hypothesis Driven Design
- Building Balanced Teams
- Product Strategy
- User Research
- User-Centered Design
- Information Architecture
- Product Management
- Customer Experience
- Business Process Analysis
- Agile Methodologies

Certifications

- Assurant Experience 2.0 – Leadership Training
- Certified Scrum Master – The Scrum Alliance - [License ID: 273667](#)

Experiences

COX COMMUNICATIONS

Atlanta, GA – Sept. 2018 to Present

Senior User Experience Consultant

- Executing complete UX uplift for Cox Solution Center and unifying journeys for all aspects of customer support, both self-service and agent-facing.

THE HOME DEPOT

Atlanta, GA – Sept. 2017 to Aug. 2018

Senior User Experience Consultant: Enterprise

- Researched behaviors of warehouse associates to better understand their daily needs and activities during discovery process, validating both design hypothesis and problem statements for a new proprietary Warehouse Management System (WMS).
- Designed and tested high-fidelity prototype for MVP release, resulting in successful launch of Market Delivery Operations pilot in Summer 2018.

ASSURANT

Atlanta, GA – Mar. 2016 to Aug. 2017

AVP UX and Optimization (Interim) / Director of User Research

- Led global research & design initiatives applied to all Assurant-partnered card benefits portals, resulting in the first prototype for Chase Card Benefits.
- Collaborated with delivery leads to define a Sitefinity CMS component delivery strategy that improved speed-to-market by 10x.
- Improved UX and CRO strategies that increased registrations and sales by 11%.
- Introduced an internal User Research / Usability Testing practice designed to eliminate 30% of design, requirements, and engineering rework.
- Shaped a department of 20+ content strategists & designers, distributed in Atlanta, San Diego, Miami, & Toronto into a world-class design organization.

BIG STUDIO, LLC

Boston, MA – Apr. 2015 to Mar. 2016

Director of Experiential Design

- Created immersive design workshops and collaborative team exercises that increased stakeholder participation and maximized project discovery and definition.
- Led product initiative for Mackenzie Investments Fund Tool, managing distributed project teams in three time zones, serving as both Creative Director and Product Manager/Product Owner, and successfully driving MVP launch.
- Increased client growth by 25% through expanded service offerings that drove a vision of strategic thought leadership.

COCA-COLA

Atlanta, GA – 2013 to 2015

Senior Agile Product Owner and User Experience Lead: Freestyle Innovation

- Led an embedded team of 12 consultants, successfully researching and designing the technician/crew user interface for all next-generation Freestyle dispensers.
- Oversaw the creation of a fully interactive UI prototype, resulting in less engineering and QA defects for the model 7000 dispenser during Sprint cycles.
- Designed Coca-Cola Freestyle style-guide used by design & development teams, establishing a common design language across platforms.

Knowledge

Each square is one year

User Experience Design



User Research



Agile Methodology



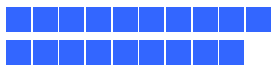
Product Management



Creative Direction



Digital Design



- Implemented Agile requirements definition and management process working in tandem with the development teams, improving velocity.
- Drove successful product introduction, launching in-market April 2015.

ONESPRING, LLC

Atlanta, GA – 2012 to 2015

Senior Engagement Manager / Practice Lead Customer Experience

- Led process optimization for IT infrastructures of Fortune 300 companies.
- Optimized the client-site execution of Agile requirements definition/interactive prototyping projects, resulting in 30% reduction in unnecessary project rework.
- Generated revenue of over 3M in under 2.5 years from a single Fortune 100 client, while managing a team of 12 Product Owners, Business Analysts, and Designers onsite.
- Exceeded as lead facilitator, designing collaborative client workshops and exercises that drove the value of real-time prototyping for defining stakeholder requirements.
- Introduced new technologies and client services, increasing revenue with custom-tailored service offerings outside of traditional UX & requirements expectations.

PERSEEV

Atlanta, GA – 2011 to 2013

Co-Founder and User Experience Lead

- Founded a Social Media persona aggregator and predictive marketing engine startup while pioneering a proprietary technology for data-mining connected APIs.
- Pitched concept to local incubators and investors, successfully being accepted into Gwinnet Innovation Hub.

CRAWFORD MEDIA SERVICES

Atlanta, GA – 2011 to 2012

Lead User Experience Designer

- Established, managed and grew the fledgling Interactive Division as both strategic and project lead, successfully launching numerous websites, mobile apps, and interactive experiences.

UBIQUITOUSINTERACTIONS

Atlanta, GA – 2005 to 2018

Principal Consultant

- Research, UX design, visual design & branding, and product management. Market specialties included financial services, insurance, consumer goods, B2B & B2B2C, broadcast media, and travel & hospitality.

Education

Savannah College of Art and Design

Bachelor of Fine Arts (BFA)

- Interactive Design and Game Development
- Magna Cum Laude

The Creative Circus

Advertising Portfolio Certificate

- Digital Photography and Imaging
- Dean's list, numerous Silver & Gold awards

Bauder College

Associate of Arts (AA)

- Design and Applied Arts
 - Graduated with 4.0
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