



MICHAEL ALLENBERG, CSM

PRODUCT DEVELOPMENT EXECUTIVE | [UINT.CO](http://uint.co)
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PROFESSIONAL SUMMARY

Product Development executive with 17+ years' experience leading client engagements, growing client accounts and revenue, and building & leading multi-disciplinary teams in Agile environments. Specialties include Conceptual Strategy, User Research, User-Centered Design, Product Management, Customer Experience, Business Analysis and Agile Methodologies. Managed client relations and project delivery for numerous Fortune 300 companies including Coca-Cola, Toyota, ADP, Staples, and Assurant.

EXPERIENCE

Assurant 2016-Present

Director of User Research / Interim AVP UX and Optimization assurant.com

- Increased critical KPIs by 83% based on ROI from UX and User Research in 2016.
- Collaborated with Implementation and Engineering leads to define a component-based delivery strategy that once implemented reduced speed-to-market by 10x.
- Improved UX and CRO strategies that increased registrations and sales by 11%.
- Maximized the near-term, tactical needs of the Business; aligned the long-term strategic road-map, and optimized experiences into recognizable industry leading design.
- Introduced an internal User Research / Usability Testing practice designed to eliminate 30% of design, requirements, and engineering rework.
- Optimized and implemented departmental policies and best-practices including design workflow & deliverables, enterprise UX Standards, and guiding principles.
- Accountable for a team of 20+ and responsible for all user-centered & interface design, as well as creative guidance to front-end and UI developers.

Big Studio, LLC 2015-2016

Director of Experiential Design bigstudioconsulting.com

- Delivered strategies, innovations, and business processes for Product Development agency, increasing brand visibility and recognition by 50%.
- Executed strategic client pitches with an increased success rate of 20%.
- Generated quarterly P&L statements to reflect additional project revenue.
- Increased client growth by 25% through expanded service offerings that drove a unified vision of unique Strategic and Experiential Design industry thought leadership.
- Managed all project teams concurrently, including onshore / offshore development teams, acting as Creative Director and Product Manager / Product Owner.

OneSpring, LLC 2012-2015

Senior Engagement Manager / Practice Lead Customer Experience onespring.net

- Grew process optimization initiatives for IT infrastructures of Fortune 300 companies.
- Optimized the strategic roadmap for the execution of Agile requirements definition / interactive prototyping projects, resulting in 30% reduction in unnecessary project rework.
- Generated revenue of over \$3mil 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 driving client meetings and interfacing with client executives.
- Introduced new technologies and services to offer clients, displayed to clients the value of custom-tailored service offerings outside of traditional UX & requirements expectations.
- Unified company-wide standards for UX best practices and design-related deliverables.

UbiquitousInteractions 2005-2014

Principal Consultant / User Experience Lead uint.co

- Produced, designed and delivered UX strategies, full web site builds, and native app designs for agency clients, start-ups, small-businesses, and national / global clients.

perseev 2011-2013

CEO / Co-Founder and User Experience Lead perseev.me

- Founded a Social Media persona aggregator and predictive marketing engine startup while pioneering a proprietary technology for data-mining connected APIs.

Crawford Media Services, Inc. 2011-2012

Lead User Experience Designer www.crawford.com

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

Michael Allenberg Photography, LLC 2002-2011

CEO / Owner and Principal Creative www.allenbergphoto.com

- Grew company from a traditional photography business into a digitally-driven corporation that offered clients digital imaging and marketing through full web-based client solutions.

QUALIFICATIONS

Education

SCAD - BFA in Interactive Design and Game Development, *Magna Cum Laude*

The Creative Circus - Digital Photography, *Graduated with Honors*

Bauder College - AA in Design and Applied Arts, *Graduated with 4.0*

Certifications

Assurant Experience 2.0 – Leadership Training

The Scrum Alliance – Certified Scrum Master - [License ID: 273667](#)

Volunteer Experience

Change4Georgia 2013-2016

Digital Strategy Consultant change4georgia.org

Economic Empowerment

- CHANGE 4 GEORGIA (C4G) is a community service program that was founded by students and provides them with opportunities to thank our soldiers and veterans for their service, dedication and sacrifice in protecting our freedom and keeping our country secure. The program benefits veterans and their families by providing food, clothing and diapers to those who need a hand up. I served as Digital Strategy Consultant, offering advice on website design/builds and content management.