

MICHAEL ALLENBERG, CSM

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

Product Development executive with 17+ years' experience designing products, leading client engagements, growing client accounts & revenue, and building & leading multi-disciplinary teams in Agile environments. Specialties include Conceptual Strategy, User Research, User Experience Architecture, 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

UbiquitousInteractions 2005-Present

Principal Consultant/User Experience Lead uint.co

- Service offerings include Strategy, Experience & Product consulting, User Research, UX Architecture, UX/UI Design, and front-end implementation for websites.
- 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.
- Market specialties include financial services, insurance, consumer goods, B2B & B2B2C, broadcast media, and travel & hospitality.

Assurant 2016-2017

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

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.

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](https://www.scrumalliance.org/professional-certification/certified-scrum-master)