

MICHAEL ALLENBERG

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

Product Design and Management executive 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. Specialties include Building Balanced Teams, Conceptual Strategy, User Research, User Experience Architecture, User-Centered Design, Product Management, Customer Experience, Business Process Analysis and Agile Methodologies. Managed client relations and project delivery for Fortune 300 companies including Coca-Cola, The Home Depot, Toyota, Staples, and Assurant.

EXPERIENCE

The Home Depot 2017-Present

User Experience Lead homedepot.com

- Enterprise UX consulting for proprietary Warehouse Management System (WMS) redesign that will pilot in a new type of distribution operation and forthcoming facilities.

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 delivery leads to define a component-based delivery strategy that reduced 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.
- 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 start-up design agency, increasing name visibility and recognition by 50% within six months.
- Executed strategic client proposals with an increased win rate of 20%.
- Increased client growth by 25% through expanded service offerings that drove a vision of strategic thought leadership.
- Managed all project teams concurrently, including onshore/offshore development teams, acting as Creative Director and Product Manager/Product Owner.

Coca-Cola 2013-2015

Senior Agile Product Owner and User Experience Lead: Freestyle Innovation coca-colafreestyle.com

- Led the team that researched and designed the technician/crew non-consumer user interface for all next-generation Freestyle dispensers.
- Implemented Agile requirements definition and management process designed to work in tandem with the development teams at an improved velocity.
- Drove successful product introduction, from conception through market launch.

OneSpring, LLC 2012-2015

Senior Engagement Manager / Practice Lead Customer Experience onespring.net

- Led process optimization 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 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 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.

UbiquitousInteractions 2005-Present

Principal Consultant/User Experience Lead uint.co

- Market specialties include financial services, insurance, consumer goods, B2B & B2B2C, broadcast media, and travel & hospitality.

Michael Allenberg Photography, LLC 1999-2011

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)