

MICHAEL EISEN

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EDUCATION

University of Washington

Seattle, WA · Sep 2020 – Aug 2021

Master of Human-Computer Interaction and Design

Drexel University

Philadelphia, PA · Apr 2012 – Jun 2017

BS in Business Administration – Cum Laude
Management Information Systems, Psychology Minor

PROJECT EXPERIENCE

Dory, Capstone Sponsored by Quest XR Education | UX Researcher & UX Designer

Seattle, WA · Mar 2021 – Aug 2021

A digital classroom tool empowering students to reflect on and communicate their feelings in hybrid learning environments

- Led project planning, participant recruitment, information architecture and storytelling efforts
- Conducted research activities including field observations, contextual inquiries, SME interviews, usability testing, and deriving key insights
- Defined user requirements, ideated, prototyped, and assisted video production efforts

Stellar | UX Designer

Seattle, WA · Jan 2021 – Mar 2021

A night-light and web app to connect physically separated loved ones

- Collaboratively defined key product features and interactions through iterative prototyping and testing
- Used storytelling with storyboards and video prototypes to communicate concepts and elicit feedback
- Planned, conducted, and analyzed two remote co-design sessions to test concepts

WORK EXPERIENCE

B-SeenOnTop | SEO Analyst

Philadelphia, PA · Oct 2018 – Sep 2020

- Designed user interfaces to increase ease-of-use, user engagement, and conversions
- Uncovered opportunities for traffic and conversions with keyword, competitive, and link-building research
- Increased ranking and engagement potential through on-page optimization

Pfizer Inc. | Technology & Mobile Business Analyst

Collegeville, PA · Sep 2015 – Mar 2016

- Researched and evaluated emerging technologies, assessing potential applications to Pfizer
- Recommended technologies for disciplined experimentation to Senior Manager
- Developed PowerPoints to communicate potential applications of technologies to business partners
- Participated in all levels of cross-team brainstorming sessions, acting as a product expert

ThatWillBuffOut Automotive Detailing | Entrepreneurship, Sales, and Automotive Detailing

Haverford, PA · Jun 2012 – Sep 2014

- Founded and ran business with partner focusing on delivering premium auto detailing services
- Sustained loyal clientele through trust-based selling, personalized car and expert advice
- Developed best practices and procedures to improve cost estimate, resource planning and service delivery