



Michael Eisen

Senior UX Designer, Strategist, Consultant

www.mikejeisen.com
mikejeisen@gmail.com | 484.574.1416
www.linkedin.com/in/mikejeisen

Education



University of Washington
Sep 2020 - Aug 2021

Obtained a Masters of Human-Computer Interaction and Design. Graduated with a 3.88 GPA.



Drexel University
Apr 2012 - Jun 2017

Obtained a BS in Business Administration with a Management Information Systems focus and minor in Psychology. Graduated Cum Laude with a 3.6 GPA.

Work Experience



Think Company
Senior UX Designer
^ UX Designer
Jan 2022 - Present

Have acted as a generalist specializing in making sense of ambiguous projects, distilling complex ideas into practical, easy-to-implement insights while setting up future teams for success. I've enjoyed collaborating with stakeholders to deliver solutions that align UX vision, business goals, and technical capabilities in regulated industries.



Comcast Xfinity
Senior UX Designer
(Consultant, Think Company)
^ UX Designer
^ UX Strategist
^ UX Researcher
Jan 2022 - Present

- Partnered with design, engineering, product owners, and policy experts to develop complex user flows, optimize team processes, and pilot executive-level vision
- Led the UX design for an end-to-end experience involving fee disputes. Reduced escalations by 25%.
- Researched customer journeys via side-by-sides and interviews; synthesized and presented findings to help conceptualize executive-level vision for future products
- Owned agile feature requests: clarified requirements, developed concepts, and delivered hi-fi prototypes
- Communicated design decisions, prototypes, research findings to establish a shared understanding



B-SeenOnTop
SEO Analyst
^ Web Designer
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 through on-page optimization achieving 243% increase in leads valued at \$273,000



Pfizer Inc.
Business Analyst
^ Emerging
Technology Analyst
^ Co-Op
Sep 2015 - Mar 2016

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



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Project Experience



Dory

Masters Capstone

^ UX Researcher

^ UX Designer

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

Masters Project

^ UX Designer

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

Skills

See more on
LinkedIn

UX

UI

Systems Thinking

Interaction Design

Prototyping

Strategy

Research