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
- 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