

MICHAEL CLINGERMAN, M.Sc.

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Dynamic, collaborative hybrid Qualitative Researcher, Principle UX Designer, Independent Contributor and Project Manager with 20 years of experience in UX product design. Highly skilled in diverse UX research methodologies, including ethnographic studies and remote testing. Adept at voice user experience, assisted AI, and design systems, including IBM's Carbon Design System. Specialize in building and mentoring UX teams with lean budgets to oversee LoFi vision phases of product design and strategic scaling. Passionate about UX exploration for cognitive decline and driving enhanced system design to propel innovative businesses forward.

EDUCATION | CERTIFICATIONS

KENT STATE UNIVERSITY | MASTER OF SCIENCE, QUALITATIVE HCI & USER EXPERIENCE RESEARCH | 2018

GPA: 3.9 | Honors: Golden Key Honor Society, Guided 12-Week Voice User Interface Program at Amazon

SAVANNAH COLLEGE OF ART AND DESIGN | BACHELOR OF FINE ARTS, GRAPHIC DESIGN | 1995

NUCAMP CODING BOOTCAMP | HTML5/CSS/JAVASCRIPT BOOTCAMP CERTIFICATE | 2019

MASSACHUSETTS INSTITUTE OF TECHNOLOGY | HUMAN-COMPUTER INTERACTION FOR USER EXPERIENCE DESIGN | 2018

SCRUM ALLIANCE | SCRUM MASTER CERTIFICATION | 2016

IDEO (HCI) HUMAN | COMPUTER INTERACTION INTENSIVE | 2015

PROFESSIONAL PUBLICATIONS & ACCOLADES

WORKY | BRIDGING THE DIGITAL GAP: ENHANCING UX FOR OUR AGING POPULATION. LIKE MY DAD | 2023

WORKY | UX DESIGN PRINCIPLES FOR SENIORS AND OLDER ADULTS - PART II | 2023

MICROSOFT BIZSPARK GRANT RECIPIENT, STUFFRESCUE | 2015

COMMUNITY PHILANTHROPY

BOARD MEMBER | TREEFREE SOLUTIONS INC. | 2011 - 2024

Environmental advocacy startup focused on green composite building materials and R&D initiatives for IKEA

STUDENT MENTOR | BILL & MELINDA GATES HIGH SCHOOL | 2020

Mentee achieved \$200K full scholarship to California College of the Arts with 4.2 GPA

PROFESSIONAL EXPERIENCE

SENIOR UX MANAGER

06/2022 - 05/2024

ADAPTIVE BIOTECHNOLOGIES | [ADAPTIVEBIOTECH.COM](https://www.adaptivebiotech.com)

Oversaw entire rebuild of lean UXD/UXR team; fostered Service Bureau-style relationship with key business partners. Managed team effectively within constraints of lean budget. Led recruitment efforts for UXD/UXR positions and mentored junior designers/researchers to foster professional development; conducted SME interviews and ethnographic observations to identify workflow challenges in Adaptive's Order Management platform. Utilized story mapping, scenario mapping, and journey mapping to translate strategic goals into actionable plans.

- Implemented strategy for unified front-end of all digital products in 3-5 years with UXR lean budget; leveraged Steve Krug's best practices for task-based user testing of new and existing features; generated and supported orders quarterly over \$41.9M YoY.
- Spearheaded redesign of all Customer TRF Reports, critical to clinical diagnostic deliverables and revenues (\$135M).
- Oversaw several projects and their design ecosystems within MRD arm of business valued at \$135M, including customer deliverables and Adaptive Clinical Reports.
- Established Figma and IBM Carbon Design System to streamline design processes.

TECHNOLOGY STRATEGIST | PROJECT MANAGER

11/2022 - 05/2023

BANKNOTE OF AMERICA, A DIVISION OF CCL INC. | [BANKNOTE.COM](https://www.banknote.com)

Simultaneously oversaw BCA's shift from traditional high-security printing to end-to-end digital solutions for six-month freelance contract outside of role with Adaptive. Identified new digital revenue streams and initiated strategic partnerships with top technology providers in Australia and integrated AWS services to boost data security and reduce risks, solidifying BCA's role as leader in digital solutions for government documentation.

- Collaborated with 12+ state representatives at AAMVA Trade Show to tailor digital products (mobile driver's licenses, smart data integrations, etc.) to their needs, enhancing our offerings in Digital Vital Records and E-Visas.
- Spearheaded strategic initiative that condensed typical 5-year Go-To-Market strategy into 1.5 years; led cross-functional team through pilot phase, achieving key milestones in six months with lean \$500K budget.
- Established technical pilot that set new standard for rapid deployment of digital trust services, exploring extensions like tax stamp database.
- Directed BCA's pivot to digital transformation, highlighting LA Wallet initiative in Louisiana, resulting in 70%+ adoption rate for digital vital records and hurricane relief funds. ([Case Study](#))

LEAD PRODUCT DESIGN RESEARCH & STRATEGY**05/2021 - 06/2022****VOICEOPS | [VOICEOPS.COM](https://voiceops.com)**

Oversaw strategic direction and usability research planning; managed team through discovery phase, ideation, and envisioning future states while ensuring seamless execution of design initiatives. Conducted industry research to identify emerging trends in Generative AI. Assisted in building custom design system based on Google Material guidelines. Utilized story mapping to translate goals into actionable Agile UX initiatives.

- Spearheaded conceptualization of Generative AI UX Design patterns to facilitate expedited training opportunities in business model and UI.
- Contributed to launching Minimal Viable Product (MVP) which led to successful acquisition of 2nd and 3rd rounds of financing.
- Drove rapid development and testing with quantitative data tools like HotJar and insightful.io; defined KPIs for measuring customer satisfaction, focusing on usability and efficiency enhancements, particularly speed to train on topics from HotJar; conducted customer interviews and ethnographic observations to identify workflow challenges, crucial in refining MVP in insightful.io.
- Established use of Balsamiq and Figma for efficient design processes.

DIRECTOR OF UX DESIGN & RESEARCH**07/2018 - 04/2021****OPSEC SECURITY | [OPSECSECURITY.COM](https://opsecsecurity.com)**

Oversaw creation of UX strategy and research plan that aligned with sprint cycles; managed team through discovery, ideation, future-state planning, project management, and reporting while conducting usability research. Administered qualitative observations onsite with sampling of 200+ analysts and ethnographic observations/data collection with 25+ analysts to identify process improvements and gain opportunities in major workflows. Led story (affinity) mapping to achieve empathy; developed personas, product design tenets, and journey mapping for aspects of customer UX. Utilized Figma across six teams for efficient collaboration.

- Managed software ecosystem UX that generated \$210M in revenue with 90% customer retention and 95% recurring revenue, an enterprise asset value of \$426M.
- Designed and tested series of prototypes which led to future-state design of brand protection arm resulting in \$70M in annual revenues.
- Co-led customer interviews and conducted data collection audits of customer exit interviews to present findings to C-Suite.
- Spearheaded development of Smart Tabs (HUD) to counteract loss of trust in system.
- Established creation of Graph-Database visualization tool designed to assist 180+ analysts in linking bad actors and their metadata.
- Initiated Smart Tagging; listed classification automation, machine learning, and Generative AI.
- Spearheaded strategic reporting in Power BI to effectively communicate insights on customer brand protection through dashboard visualization.

LEAD PRODUCT DESIGN & RESEARCH**03/2017 - 07/2018****BERSIN BY DELOITTE | [DELOITTE.COM](https://deloitte.com)**

Oversaw complete product redesign for Bersin following Deloitte acquisition; led team of designers through strategy for deployment within two years.

- Contributed to enhancing enterprise learning, talent management, and strategic HR solutions resulting in projection of \$250M revenue from \$20M revenue (1150%) on top of \$1.3B revenue stream in HR consulting for the Human Capital division.

LEAD PRODUCT DESIGN**07/2016 - 08/2017****ABAKUS (ACQUIRED BY SAP) | [SAP.COM](https://sap.com)**

Oversaw full platform redesign for Abakus following SAP acquisition valued at \$632M+. Collaborated with founders and developers to focus on client usability and moderated testing, ensuring improved customer understanding and comprehension of CRM Marketing scoring dashboards.

- Major player in cloud-based solution company for cross-channel marketing measurement and optimization, allowing marketers to understand customer interactions across channels and increase marketing efficiency.

LEAD PRODUCT DESIGN**02/2016 - 08/2016****TREMOR | [TREMOR.CO](https://tremor.co)**

(Contract under NDA) Oversaw UX for full platform redesign and launch in reinsurance industry blockchain solution landscape. Collaborated with founder and lean team of contractors to assist in robust rebrand.

LEAD PRODUCT DESIGN | PROJECT MANAGER**06/2015 - 08/2016****MICROSOFT ONERM (OFFICE DIVISION) | [MICROSOFT.COM](https://microsoft.com)**

Collaborated with team of 155 people to spearhead OneRM project; a multi-channel marketing campaign solution that drove approx. \$500M in business value by integrating live-usage data in CRM data with COSMOS Data Lake, handling 650K+ transactions per second (largest Azure account in 2016). Managed UX/UI ideation; oversaw two teams of front-end developers, crafted UX strategies, and produced roadmaps. Utilized Axure and InVision to create user flow pitches and mockups.

- Led comprehensive platform redesign following client usability study; enhanced customer understanding of scoring dashboards.
- Established UX ethnographic workstation; conducted extensive user research, interviews, and provided UX solutions to significantly influence product development.

PREVIOUS EXPERIENCE INCLUDES:

DIRECTOR OF INTERACTIVE DESIGN, YAHOO! INC. | CO-CREATIVE DIRECTOR, CARTOON NETWORK - TIME WARNER INC.

ADDITIONAL CAREER HIGHLIGHTS:

- Conducted 12-week Master's independent study on [Alexa Refrigerator hardware VUX strategy and design for Amazon](#); focused on enhancing Prime users' experience by developing comprehensive project scope, including dialogue writing, business model, industry research/analysis, and focus group interviews.
- During tenure with OpSec Security, acted as [Digital Product Advisor to ground-breaking startup during the COVID-19 pandemic](#); VirusIQ designed bracelets to help detect, prevent, and contain spread of viruses for airlines.
- Co-Creative Director of groundbreaking web 1.0 e-Zine at Time Warner; focused on six lifestyle websites that refreshed every two weeks; revitalized content daily; co-managed team of eight writers and designers.