

# MICHAEL DAVID WATSON

## SKILLS

- Well versed in the art of Responsive Web, Product, Mobile, UX and UI design work
- Experience in an international agency
- Highly adept at working in a team based atmosphere alongside self-driven tasks
- Performs specialized artistic assignments
- Comfort working in various digital mediums
- Picks through pixels with a fine-toothed comb
- Knowledge of both Mac and PC based operating systems
- Proficient in the Microsoft Office Suite, Google Apps, Zeplin, Sketch, Invision, Adobe InDesign, Illustrator and Photoshop with a high-level working knowledge of front end languages and modern web standards

## EXPERIENCE

### IBM | The Weather Company

Lead Product Designer  
Atlanta, GA 9/16-Current

Re Envisioned critical interface changes for an updated and modern version of the responsive desktop web experience.

Championed best practices for the Android core platform to maintain industry leading product implementation and high-quality oversight for an aggressive launch schedule.

Worked alongside the Watson cognitive technology platform to better understand the capabilities of machine learning systems and how they can better assist design solutions.

### Microsoft

Product Designer  
Seattle, WA 6/14-6/15

Successfully ramped-up and reworked design for Office 365 Video in first three months. Product is on track to launch worldwide for 16M+ customers in early 2015.

Attended and lead numerous design meetings to update coworkers and managers on current iterative phases + future thinking on Android Material standards for OneDrive.

Maintained close working relationships with team prototype/design developers to ensure a distinct level of polish on deliverables.

### Addepar

Product Designer  
New York, NY 10/15-5/23

Assisted in prioritization of the product roadmap alongside internal stakeholders and external clients to maintain business goals.

Mentored junior designers and helped to maintain a consistent, yet forward-thinking design strategy that both modernized and enhanced the Addepar interaction guidelines.

Continually provoked new schools of thought by participating in multi-level design critiques and presentations which continued to evolve complex workflows into usable products.

### Schakra

UX/UI Design Director  
Redmond, WA 10/13-6/14

Maintained and iterated on new branding guidelines to help drive an up-to-date revitalization of the Schakra identity.

Championed best usability and interaction design practices with emphasis on mobile accessibility to maintain seamless integration with touchscreen interfaces.

Reported directly to, and brainstormed with V.P. of engineering to discuss progress and user research findings to help drive site engagement as well as future updates.

### Amazon

UX Production Designer  
Seattle, WA 6/15-10/15

Strategized workload during daily scrum meetings to alleviate bottle necking during both production and delivery phases.

Designed updates to current device interfaces while also helping to envision future platform improvements for the modernized FireTV and Fire Tablet devices.

Kept close relationships with Visual and UX teams during iterative design phases to guarantee both high-level brand integrity and overall interactive continuity.

### Accretive Technology Group

Senior Designer  
Seattle, WA 4/13-9/13

Worked alongside a talented team to ensure a successful implementation of the new 3.0 site design which was reimaged from the ground up to be user centric and help drive revenue more consistently.

Tested usability of site features with heat mapping software and A/B comparisons which supported decisions on key elements.

Collaborated with Creative, Art and Marketing Directors to conceptualize on site projects and ultimately deliver the desired results.

## EDUCATION

B.A. Advertising Design  
Minor: Interaction/ Game Design

SCAD Atlanta, GA - December 2011

- Recipient of Comb's Honors Scholarship/ Cross Country Running Athletic Scholarship
- Dean's List for all quarters attended
- Final Overall GPA 3.5 | Major GPA 3.8
- V.P. of the student Activities Council
- Graduated with honors

Associate in Liberal Arts,  
Oakland Community College

Troy, MI - December 2007

- Dean's List for all semesters
- Phi theta Kappa Honors Society
- Psi Beta Honors Society
- GPA of 3.8
- Graduated Magna Cum Laude

## CONTACT

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