



Michael Grace

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> Experience

Brooks Running / Seattle, Washington **Senior Interaction Designer (2017-Present)**

Focused on creating user-centric, on-brand digital experiences for our digital storefront. Provided direction to internal teams and external vendors for a comprehensive site-wide redesign and follow-up usability study. Completed extensive hands-on design work and usability research for a complete relaunch of our checkout experience, extending existing styles and documenting new design patterns.

Recreational Equipment, Inc. / Seattle, Washington **Senior Interaction Designer (2013-2017)**

Tasked with defining and designing functional improvements to the REI.com experience, including acting as design lead for a comprehensive, responsive site redesign. Advocate for creative ideation and user-focused experiences, working closely with various agile teams to foster relationships across the creative discipline and wider organization. Also involved in usability testing as well as mentoring members of the design team.

Lands' End / Madison, Wisconsin **Creative Manager (2011-2013)**

Worked on a variety of projects to enhance the user experience across landsend.com. Overhauled site navigation, created new brand and seasonal executions, lead future concepting team, and designed prototypes for user testing. Evolved the overall visual aesthetic of our online experience, establishing visual and functional guidelines for the digital creative team.

Resource Interactive (now IBM iX) / Columbus, Ohio **Art Director (2007-2011), Senior Designer (2006-2007)**

Conceived, directed, and designed interactive experiences for global brands at AdAge Top 10 agency. Tasked with guiding creative teams to create compelling digital retail and commerce design. Involved with strategic development, forging client relationships, and directing social media design and tactics. Managed and developed direct reports.

Hyperquake / Cincinnati, Ohio **Senior Designer (2004-2006), Designer (2003-2004)**

Senior member of interactive group in multidisciplinary organization (including interactive and print teams). Designed award-winning web sites, interactive promotional campaigns, games and other digital products for media, corporate and B2B clients.

U.S. Digital Partners / Cincinnati, Ohio **Freelance Designer (2003)**

Start-up agency environment. Planned and designed web experiences.

Warner Bros. Online / New York, New York **Internship (Spring & Fall 2001)**

Designed motion and creative assets for the film studio's online presence.

> Education

BS in Design / University of Cincinnati

Digital Design Program – School of Design, Architecture, Art and Planning

My passion is creating beautiful, easy to use, user-centered design informed by customer data and testing. I aim to get both the big and tiny details right, tell compelling stories, and collaborate to bring it all together.

> I've worked with

Brooks Running	L.L. Bean
Crutchfield	The Limited
DSW	Lord & Taylor
Guess	Merrell
HBO	REI
HP	Restoration Hardware
HGTV	Victoria's Secret
The Home Depot	Warner Bros.
Lands' End	

> Tools

Adobe Photoshop
Adobe Illustrator
Sketch
InVision
Useresting.com
Zeplin

> Skills

User Interface Design
User Research
Responsive Web Design
Creative Direction
eCommerce
Usability Studies
Prototyping
Mentoring
Client & Vendor Management