



**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. Completed hands-on design work and usability research for our internal teams while also managing and art directing external vendors for various high-profile projects, including a holistic refresh of our eCommerce experience.

### **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 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, user-centered design by using customer data and testing to inform decisions. 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
HGTV	Hardware
The Home Depot	Victoria's Secret
Lands' End	Warner Bros.

## > Tools

Adobe Photoshop  
Adobe Illustrator  
Sketch  
InVision  
Usertesting.com

## > Skills

Interactive Design  
User Experience Design  
Responsive Web Design  
Creative Direction  
eCommerce  
Usability Studies  
Prototyping  
Mentoring  
Client & Vendor Management