MICHAEL CHIONG
UX Design Leader

CONTACT
mlchiong@gmail.com
847-867-7532

PORTFOLIO & RESUMÉ
michaelchiong.com
linkedin.com/in/mlchiong

WORK EXPERIENCE

MOTOROLA SOLUTIONS
Director of User Experience, Motorola Solutions | April 2024 - Present

UX lead for all Evidence Product Suite focused on discovery, product roadmaps, customer personas, customer journeys, requirements gathering, design concepts, and delivering user-centered product experiences to the public safety industry.

- Responsible for growth and development of seven UX designers

- Collaborated with cross-functional partners in product management, engineering, UI design, executive stakeholders, sales, and customers to help drive user-centered product needs.

- Led UX strategy in defining user journeys based on complex personas to help optimize customer product experience and tools.

BRIGHTEDGE TECHNOLOGIES
Senior Director of Product Solutions | Jun 2017 - Jan 2022

Led a design team focused on Future Product Strategy initiatives to drive product innovation for the industry leader in SEO software.

- Conducted UX research across customer segments to discover user pain points and recommended product enhancements to improve customer retention.

- Tested product features with customers to understand product engagement and develop UX/UI solutions for engineering teams.

- Defined strategy for five automated product features over 2 years which resulted in a 32% increase in customer retention.

SUREPEOPLE
Product Design Lead, Chief Marketing Officer | Aug 2014 - Jun 2017

As the first employee, I led the initial product research and strategy for a Chicago-based SaaS platform focused on data-driven learning & development.

- Built the core team for technology, UX/UI, and contractors to build the initial platform to attract new employees, investors and clients.

- Designed the initial SaaS platform which enabled key growth for the company (20 employees) and key partnerships, securing key investors, and establishing our first clients: Comcast, Boston Children's Hospital, US Cellular and the University of Miami.

- Led all digital marketing functions, including product demos, sales engineering, implementation, and incorporating industry best practices to deliver the product across channels.

SAPIENT
Associate Creative Director | Jan 2010 - Aug 2014

Managed UX & Design teams focused on products within complex design systems for clients such as Target, Northwestern Medicine, Amway, Abbott, and John Deere.

- Created highly immersive user experiences through UX research, design prototypes, product testing, and data performance.

- Worked across multiple stakeholders to build a scalable design system for Build & Price products to help inform customer buying decisions.

- Fostered and mentored the growth of the design team which consisted of multi-level team members across both on-shore and off-shore design teams.

DESIGN EXPERIENCE

UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS
Associate Creative Director | Jun 2008 – Jan 2010

VSA PARTNERS
Senior Interactive Designer | Jun 2004 – Jun 2008

TYNDALE HOUSE PUBLISHERS
Senior Designer | Feb 2002 – Jun 2004

GIANTSTEP / LEO BURNETT
Designer | Jun 2001 – Jun 2002

WOLFRAM RESEARCH
Intern & Junior Designer | Jun 1998 – Jun 2001

EDUCATION

UNIVERSITY OF ILLINOIS
at Urbana-Champaign | BFA GRAPHIC DESIGN 1999

SKILLS

UI DESIGN
UX Research • Customer Journey Maps • Product Road Maps • Illustration UI Graphics • Wireframes & Mock-ups • Rapid prototyping • Working knowledge of HTML/CSS • Motion Design • Directing Photoshoots • Storyboarding • Presentation & Pitch Decks • Design System Training & Style Guides

UX RESEARCH
Facilitating design thinking workshops • UX Research • Customer Journey Maps • Product Road Maps • Defining Personas • A/B Testing • Rapid Proto-types • Customer Interviews & Surveys

LEADERSHIP
Facilitating design thinking workshops • Ability to work & influence cross-functional teams • Optimizing design process • Building thriving design talent & culture • Experienced Mentor

TOOLS
- Figma
- Adobe Creative Suite
- Sketch
- Invision
- Miro/Lucid Chart
- Google slides, Keynote
- Web Design
- CRM Strategy
- Design Thinking
- Chat Optimization
- Email Marketing
- Service Design