



# MICHAEL HISTEN

## UX & PRODUCT DESIGN DIRECTOR

I create innovative digital experiences driven by great UX and elegant design.  
I lead and inspire teams who deliver amazing work.  
I fight for great products and I know how to get things done.

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### FREELANCE

JUN 2017 - CURRENT  
BOSTON, MA

### DIGITASLBI

MAY 2009 - JUN 2017  
MAY 2007 - JUN 2008  
BOSTON, MA

### PRODUCT DESIGN CONSULTANT

I help clients bring user-centered thinking into every phase of the design process.

#### TRIPADVISOR // CUSTOMER EXPERIENCE LEAD

I focus on enhancing their digital properties by mapping customer journeys, establishing design patterns, and providing strategic direction to improve the experience while also driving revenue.

### VICE PRESIDENT/DIRECTOR, EXPERIENCE DESIGN

I was the design director for multiple teams in the Digital Products & Services group, and I managed department staffing and team meetings.

#### BANK OF AMERICA // SPENDING & BUDGETING TOOL

This tool transforms dense financial info into engaging data visualizations with actionable insights to help millions of people manage their money. I led this project from initial concept to final execution.

[FCS Portfolio Awards Bronze Winner for Digital Media: Consumer Retail](#)

#### GOODYEAR CORPORATE // RESPONSIVE WEBSITE

This responsive website uses modern design and engaging animation to reflect the spirit of innovation that embodies Goodyear's mission. I led the experience design team who brought this site to life.

[MITX Awards Nominee for Best UX](#)

#### DUNKIN' DONUTS // MOBILE ORDERING APP

I co-led the design team, completely re-envisioning the Dunkin' Donuts app with a fresh design and the ability to order your favorites on-the-go.

#### CESSNA // WEBSITE

This site makes it easy for would-be jet buyers to find and fall in love with their next aircraft. I led the UX design work and prototyping for this design overhaul.

[UX Awards Silver Prize Winner // MITX Awards Winner for Best of Industry: Consumer Goods](#)

#### GOODYEAR TIRES // RESPONSIVE E-COMMERCE SITE

This site makes tire shopping easy on any device and lets users buy tires online. I led the experience design work for the responsive redesign and assisted in implementing e-commerce functionality.

[MITX Awards Winner for Best B2C Technology // MITX Awards Nominee for Best UX](#)



**RDVO**

JUN 2008 - MAR 2009  
SOMERVILLE, MA

**INFORMATION ARCHITECT**

I focused on UX with this small crew of designers and developers.

**KODAK // TOUCH SCREEN RESEARCH**

I worked with industrial designers and tech developers to explore new methods for touch screen interactions, including concepting and user-testing a library of new potential gestures.

**VBRICK // MEDIA BROWSING INTERFACE**

I designed the wireframes and interactivity for a media interface, which included the ability to browse livestreaming channels, create webcasts, and schedule events.

**FREELANCE**

2006 - 2011  
BOSTON, MA

**DESIGNER & DEVELOPER**

I created digital and print designs, including websites, brochures, and booklets, for a variety of smaller organizations mostly focused on the arts and social justice.

**TRINITY CHURCH**

SEP 2004 - MAY 2007  
BOSTON, MA

**WEB & PUBLICATIONS MANAGER**

I designed and copy-edited all communications materials, including websites, emails, newsletters, brochures, posters, advertisements, photography, and more.

Honored for 11 Polly Bond Episcopal Communicators Awards

**KAPLAN**

OCT 2003 - MAY 2005  
WALTHAM, MA

**TEACHER/TUTOR**

I was a part-time teacher and tutor for high school students, leading lessons on advanced SAT strategies and facilitating class administration.

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**EDUCATION  
& SKILLS**

**EMERSON COLLEGE**

Bachelor of Arts, 2003  
Visual & Media Arts  
*Magna Cum Laude*, Gold Key Society

**ADDITIONAL CREDITS FROM:**

Tufts University, Berklee College  
of Music, Maine College of Art

**SOFTWARE/PROGRAMS**

Sketch  
Axure  
Adobe Photoshop  
InVision  
Flinto  
Principle  
HTML/CSS