



MICHAEL HISTEN

UX/PRODUCT/DESIGN DIRECTOR

I design innovative digital experiences that empower users and win awards.
I lead and inspire teams who deliver amazing work.
I fight for great products and I know how to get things done.

DIGITASLBI

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

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. Major projects:

BANK OF AMERICA // SPENDING & BUDGETING TOOL

This tool enables over 13 million customers to improve their financial well-being by helping them visualize and manage where their money is going. I led this major digital banking project from initial concept to final design and 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.

[User Experience 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](#)

BUICK // SOCIAL MEDIA HUB

This site let users share the buzz around the launch of the new Buick Regal via reviews, comments, photos, and videos. I led the UX design work and prototyping for this social media hub.

[OMMA Awards Winner for Website Excellence: Automotive](#)

[Webby Honoree](#)



RDVO

JUN 2008 - MAR 2009
SOMERVILLE, MA

INFORMATION ARCHITECT

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

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.

EDUCATION

EMERSON COLLEGE

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

ADDITIONAL CREDITS FROM

Tufts University
Maine College of Art
Syracuse University
University of Southern Maine
Berklee College of Music