

# Michael Histen • UX & Product Design Leader

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Experienced UX and product design leader with over 20 years of expertise in creating user-centered solutions. Skilled as both a team leader and a hands-on designer, I have successfully built and guided high-performing teams while remaining deeply involved in the craft of design. Proficient in design systems, user research, prototyping, and cross-functional collaboration, with a proven track record of delivering award-winning products that align business objectives with exceptional user experiences.

## Circle & Square • Consultant, UX & Design Strategy

October 2024 – Current • Remote

- Leveraged AI tools to evaluate designs, predicting engagement rates and optimizing user interactions for improved functionality, usability, and performance outcomes.
- Collaborated with product marketing and demand generation teams to develop strategies that increased sales, boosted engagement, and enhanced customer satisfaction.

## BondLink • Director, UX & Product Design

April 2018 – September 2024 • Boston, MA & Remote

- Designed dashboards highlighting relevant tools and insights, enabling users to access key functionality easily and streamline complex workflows across the platform.
- Built and implemented a Figma-based design system, ensuring consistency, scalability, and faster iteration across teams, leading to significant efficiency improvements.
- Conducted user research, prototyping, and usability testing to simplify workflows for bond issuers, investors, advisors, and bankers with varied use cases.
- Partnered with engineering and product teams to prioritize features and deliver user-centered experiences, improving engagement and satisfaction across all client platforms.

## Digitas • VP/Director, Experience Design

May 2007 – June 2008 & May 2009 – June 2017 • Boston, MA

- Directed UX efforts across multiple teams in a department of 30+ designers, overseeing high-profile projects, aligning user needs with business goals to deliver award-winning solutions.
- Led the design of Bank of America's Spending & Budgeting Tool, benefiting 13+ million users by simplifying financial goal-setting and data visualization.
- Delivered responsive redesigns for Goodyear's websites, modernizing user experiences, driving sales, and enabling a scalable direct-to-consumer e-commerce strategy.
- Co-led Dunkin' Donuts' mobile app redesign, introducing "order ahead" functionality and enhancing usability, cementing its position as a top mobile ordering platform.
- Worked closely with senior leadership and client stakeholders to align on solutions, expand business opportunities, and ensure long-term strategic success.

## **RDVO** • Information Architect

June 2008 – March 2009 • Somerville, MA

- Created gesture libraries and touchscreen interaction models, enhancing usability and accessibility for advanced digital interfaces and emerging technologies.
- Designed wireframes and prototypes for intuitive media browsing interfaces, supporting innovative projects with user-centered, practical solutions.

## **Trinity Church** • Web & Publications Manager

September 2004 – May 2007 • Boston, MA

- Designed and managed communication materials across digital and print platforms, earning 11 Polly Bond Episcopal Communicators Awards for design excellence.

## **Freelance** • Designer & Developer

Throughout Career • Boston, MA & Provincetown, MA

- Delivered UX and branding solutions for clients such as TripAdvisor, enhancing user journeys and cross-platform design patterns with an emphasis on balancing user needs with business goals.
- Designed and developed websites and digital assets for arts and social justice organizations, focusing on usability, accessibility, and impactful design solutions.

## **Education**

- **Emerson College** – B.A. in Visual & Media Arts (Magna Cum Laude)

## **Skills**

- **Design Tools:** Figma, Adobe Creative Suite, Sketch, Axure, Keynote
- **Prototyping:** Wireframes, user flows, high-fidelity mockups
- **Research & Testing:** Usability testing, A/B testing, competitive analysis
- **Collaboration:** Cross-functional team leadership, stakeholder alignment
- **Strategic Thinking:** Vision-setting, iterative design, design systems

## **Awards**

- **MITX Awards** – Goodyear E-Commerce Site (Best B2C Technology Winner and Best UX Nominee) & Cessna Website (Best of Industry: Consumer Goods Winner)
- **UX Awards** – Cessna Website (Silver Prize Winner)
- **FCS Portfolio Awards** – Bank of America Spending & Budgeting Tool (Bronze Award Winner)