



# MICHAEL CHIONG

Experience Design Leader

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## WORK EXPERIENCE

### RAPP

**SVP, Executive Director of Experience Design | Jan 2022 - Jun 2022**

Creative lead across design, UX, and content teams. Led the US Army account focused on redefining the recruitment process for soldiers through service design.

- Defined the end-to-end experience to enhance the post-lead strategy for recruiting new soldiers and prioritizing candidates throughout the customer journey and critical conversion points.
- Created insight-driven journey roadmaps using UX research, design thinking methods, and prototyping in collaboration with cross-functional partners in engineering, analytics and strategy.
- Designed and directed operations in call center experience, online chat, recruiter visits and automation strategies to automate the candidate experience to measure engagement and lead prioritization.

### BRIGHTEDGE TECHNOLOGIES

**Senior Director of Product Solutions | Jun 2017 - Jan 2022**

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

- Conducted UX research across customer segments to discover user pain points and recommend enhancements to improve customer engagement.
- Tested prototypes with customers to understand engagement and iterative enhancements to operationalize services across broader customer population.
- Defined service design strategy for five automated product features over 2 years which resulted in a 20%+ increase in customer retention.

### SUREPEOPLE

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

As the first employee, I led the initial operational model for sales demos, onboarding, workplace trainings, and customer success 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, and orchestrated the service design model to train sales operations, customer onboarding, workshop facilitation, personalized learning plans, and new employee hiring.
- Established the growth of the company to 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.

### 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 / BFA G.D. 1999

at Urbana-Champaign

## 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 Prototypes • 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
- Miro/Lucid Chart
- Google slides, Keynote
- Brand Strategy
- Service Design
- Design Thinking
- UX Research
- Workshop Facilitation
- User Testing
- Wireframes
- Design Systems
- UI Design