

Michael Almond

Senior Visual User Experience Designer
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Summary Senior-level Visual User Experience Designer with 15 years of overall corporate/agency experience including:

- **Enterprise applications.**
- **Cloud-based SaaS solutions.**
- **Social Media applications & designing for Mobile.**
- **Consumer-facing Web sites.**

Professional skills also draw on previous experience as an Art Director and Campaign Organizer for a leading Social Marketing media agency.

Areas of focus include **Visual Design, User Experience, Interaction Design, Product Design, Prototyping, UX Standards and Guidelines, Typography, Color Theory, Branding, and Usability Principles.**

Experience **Senior Visual User Experience Designer** SAP SuccessFactors April 2009 - Present

Leading cloud-based HCM Suite, SAP SuccessFactors helps more than 4,450 customers, and 40 million cloud application subscribers, across more than 60 industries in over 177 countries.

User Experience Design for Core Products

- Led the design of the UI for the cloud-based Recruiting product, which won a 420,000-seat deal (the largest of its type at that time).
- Implemented User-Centered design solutions for the next-generation release of the cloud-base Performance and Talent Management products.
- Developed and managed User Experience guidelines.
- Created User Experience design deliverables: UI widget libraries, high and low-fidelity prototypes, visual design specs and wireframes.
- Helped recruit and mentor new User Experience team members.
- Worked with User Experience designers, product management and engineers in developing products that meet performance, scalability, and reliability goals.
- Provided visual design, usability and content recommendations to improve customer experience.

User Experience Representative for UI Commons (Engineering Team)

Also served as the User Experience representative for the engineering team responsible for front-end technology.

- Collaborated on the implementation of interactive techniques and technologies.
- Participated in daily Agile Development "scrums."
- Designed a UI theming tool and recommended new feature updates.
- Updated visual design of common controls and global styles.
- Supplied User Experience deliverables such as detailed visual design specs and interactive prototypes.
- Performed design reviews and QA testing of models, including Accessibility standards.

Updated Global Styles and Common Controls to match the visual design of SAP's User Experience.

- Drove the effort to update all legacy products to match the visual design standards of SAP's current User Experience, known as "SAP Fiori."
- Created assets and resources for other designers, including Axure stencil libraries and Photoshop templates.
- Advocated for the adoption of second generation Fiori standards and UI patterns (Fiori 2.0) by creating exploratory prototypes and presentations that targeted key stakeholders.

Product Design

- **Pronounce My Name.** Created a feature for the Employee Profile that provides an option for an employee to record their name in their voice so that others can hear how it should be pronounced.
- **Accessibility Practices: Feature for Users with Color Vision Impairments.** Collaborated on a tool that allows users with color vision impairments to take a screening to determine which of the three most common types of color blindness they have. The system then displays charts and other data visualizations in color palettes that enhance readability.
United States Patent 82818646, Co-inventors: Philip Haine and Satyajit Das
- **UI Theming Tool.** Designed, managed and updated a UI theming tool that allows customers and salespeople to change the style of their copy of the SuccessFactors software suite to match their company branding. Consistently cited by sales people as one of the top factors in successful sales efforts.

Improved Product Sales Demo Experience

- Worked with sales teams to ensure the current default demo theme was correct and up-to-date.
- Ensured that new product enhancements were included in the master sales demo.
- Created custom themes for salespeople that matched the branding of potential customers. These proved to be very helpful in competitive sales engagements.

Interaction Designer

Google

April 2008 - July 2008

- Contributed directly to Google's bottom line by designing interfaces for Google AdWords and other complex web-based applications.
- Designed products that scaled elegantly, or accommodated multiple distinct user groups.
- Worked closely with Product Management and Engineering to define product direction.
- Developed high-level wireframes and prototypes to effectively communicate interaction and design ideas.
- Gauged the usability of new and existing features, and made suggestions for change.
- Produced hi-fidelity HTML mockups as well as visual design specifications.

Senior User Experience Designer

SupportSoft, Inc

May 2007 - April 2008

- Provided User Experience Design leadership in defining, creating and maintaining the consumer brand, support.com.
- Lead the development of visual and interactive design elements, including page layouts, site navigation, and information architecture.
- Mentored Junior Visual Designers in US and India.
- Worked closely with Product Management and Engineering in an Agile development environment.

Lead Web Designer

PeoplePC Online, an EarthLink Company

Jan 2006 - Oct 2006

- Collaborated with stakeholders to define User Experience strategy.
- Ensured a consistent look and feel for Web products and maintained brand integrity across multiple media platforms.
- Lead collaborative visual design and project planning sessions.

User Experience Designer

Almond Design

Nov 2001 - Dec 2005

Freelance services focused on creating visual and information design solutions based on User Centered Design principles for public/private Web sites and applications.

- Branding, logo design, graphic standards, navigation, usability reviews and content recommendations.
- Front-end templates using XHTML, DHTML, CSS, JavaScript and Flash. Worked in partnerships with developers to build back-end databases.

Senior Front-End Designer

Terrace Consulting, Inc.

Sept 1999 - Oct 2001

- Created visual and information design solutions based on User Centered Design principles for Web sites & applications.
- Defined navigation, created graphic standards guidelines, design comps, prototypes, and wireframes, images, front-end code (XHTML, CSS, Flash), animation and streaming audio.
- Tested across platforms on all supported browsers.

Art Director and Lead Web Designer

Public Media Center

Mar 1991 - Aug 1999

- Designed and built agency and client Websites.
- Managed national communication campaigns in print and digital media, as well as logo design and collateral.
- Color theory, typography, User-Centered Design, graphic standards guidelines.

Education

Brown University

BA & B.FA, Art History, and Film Making

1984 - 1988

Highlights:

- Chief Assistant to the Curators of the David Winton Bell Gallery, List Art Building
- Studied abroad at **Studio Art Center International**, Florence, Italy
- Attended courses at **Rhode Island School of Design** as part of shared studies with Brown

Publications

The Web is a Human Creation, Digital-Web Magazine, July 10, 2004

Recommendations: Furnished upon request