



MICHAEL FOLTZER

UXUI DIRECTOR / DESIGNER / INNOVATOR

CONTACT

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- San Diego, CA

EDUCATION

Bachelor's in Graphic Design

Art Institute of Philadelphia

SEO Certification

University of California San Diego

SKILLS

- UXUI Research, Strategy + Design
- Product Design + Innovation
- Brand + Product Road Mapping
- Analytics + Data Evaluation
- Data Driven Design Decisions
- Project Planning & Management
- E-commerce Strategy + Innovation
- Brand + Website Personalization
- Search Engine Optimization
- Creative Direction + Management
- Talent + Team Development
- Creative Mentorship
- Brand Development + Messaging
- Excellent Communication Skills
- User Testing + CRO Strategy
- Prototyping + Wireframing

SUMMARY

UXUI Director with 12+ years experience designing, directing, and building user entered brand and product experiences. Transformational leader with a passion for innovation, data driven design and building UX capabilities across organizations. Proven track record formulating business needs into concepts, designs and fully finished products.

EXPERIENCE

Director of User Experience

2021 - PRESENT

Miva | USA

- Lead UX, strategy and design for e-commerce enterprise merchant sites and products
- Drive informed design decisions through data, research, customer success, and analytics
- Provide creative thought leadership for key accounts planning sessions, guidance and innovation
- Assist and guide Miva agency partners along with the customer success team
- Help define merchant road maps through analysis of data, customers needs, and demographics
- Identify sales and optimization opportunities for current and new accounts
- Mentor and lead a team of UX, product designers and developers
- Define and create team / project performance metrics based on company wide strategic KPIs
- Identify and create new streams of company revenue / growth through UX and design services
- Lead and define user testing and conversion rate optimization for merchants / Miva products
- Define and create Miva core software product road maps and features
- Assist leadership to help drive decisions, ensure alignment, and connect dots across the company
- Identify and create new ways to help improve leadership, collaboration, education and team culture

Key Accomplishments: Grew top merchants revenue by 30%- 50% YOY through new UX features and optimizations. Created new streams of company revenue through expanding UX and design services. Guided UX for Miva's first e-commerce platform that comes ADA and accessibility compliant.

Owner + Chief Creative

2010 - 2021

Michael Foltzer Co | CA, NYC

- Creative direction, strategy and design for digital and print campaigns
- Creative direction, strategy and design for e-commerce, digital products and apps
- UXUI research, strategy, design and user testing

Key Accomplishments: Branded Red Bull High Performance division. Designed an event app for GoPro. Created the UX design for multiple Sony e-commerce stores. Designed the UXUI for Red Box. Performed a rebrand for UFC and Spike TV. Designed digital and print campaigns around NYC for MTV.

Director of User Experience + Product Design

2019 - 2021

Hoverstate | Global

- Lead UX and product design for enterprise brands internal and consumer-based products
- Evaluate product design decisions through data, research, customer feedback, and analytics
- Lead human centered design strategies across all projects and development platforms
- Lead and define user testing and conversion rate optimization for client sites and products
- Support sales and marketing with new business development, engagements and partnerships
- Hire, mentor and manage a team of UX, product designers and front-end developers
- Implement tools and processes to help the team create, collaborate and improve communication
- Evolve team structures to optimally reflect changing organizational needs

SKILLS (CONTINUED)

- Branding + Brand Management
- Campaign Strategy + Design
- Paid Advertising Strategy
- Photography + Video Production

SOME SOFTWARE

- Adobe Creative Suite
- Sketch, XD, Figma, Invision, Zeplin
- Google Analytics, Salesforce
- Jira, LP, Trello, Basecamp, Harvest
- Wordpress, Magento, Drupal, Pega
- Shopify, WooCommerce, Miva
- Big Commerce, Netsuite, PayPal
- CrazyEgg, HotJar, VWO
- Zendesk, Hubspot

INTEREST



EXPERIENCE (CONTINUED)

- Inspire others through action, collaboration, and sharing of methods, processes and best practices
- Foster a design culture to encourage collaboration across product, engineering, and the business.

Key Accomplishments: Created Warner Music Group Artist Management & Financial App. Built Moffitt Cancer Center Patient Management App & Internal Workflow Portal. Created United Healthcare Virtual Plan Advisor. Designed Republic Services Customer & Internal Communication Platform.

Director of User Experience + Design (Contractor)

2019

Byte | Los Angeles, CA

- Lead and define UX, art direction and design for marketing, e-commerce and digital products
- Influence customer experience strategy through human-centered design methods
- Define and help create e-commerce, products and brand road maps
- Concept and execute new digital products for brand growth and customer engagement
- Partner with customer success to redefine overall brand experience and customer engagements
- Work with engineering and other cross-functional partners to drive design vision and strategy
- Guide and perform rapid, experimentation, and prototyping at various levels of fidelity

Key Accomplishments: Built the first successful Product App in the Teledentistry space. Helped achieve 30% lift in revenue and internal company growth month over month through design and technology innovation. Worked with an extremely talented engineering team to craft the first virtual reality treatment experience for the Teledentistry market.

Director of User Experience + Product Design

Tony Robbins | Global

2017 - 2019

- UX and creative direction for e-commerce sites, digital products and apps
- Lead and manage user experience across 7 extremely different Tony Robbins brands
- Partner with engineering and product to define product road maps and app features
- Monitor and evaluate customer feedback across all products and services
- Travel to events to engage with customers and fans to gather firsthand feedback
- Conduct customer and fan interviews to learn how to improve UX for events and products
- Assist in managing agency and 3rd party partnerships for design and development efforts
- Lead and define user testing and conversion rate optimization for sites and products
- Lead innovation efforts to create new product concepts and service offerings
- Brand campaign strategy and design execution

Key Accomplishments: Designed & launched Tony Robbins Breakthrough App. Created the Tony Robbins Members Portal app to manage coaching, events and lessons. Crafted on-site interactive experiences for live events that sold out within the first hour. Implemented new ways to gather customer feedback to improve TR brands and products.

Director of Product Design + Art Direction

Youtily | San Diego

2015 - 2017

- Lead product research, strategy, design, feature road mapping and innovation
- Manage and mentor a small team of UX designers and developers
- Art Direction and design for brand and marketing channels
- Work closely with customer success to craft personalized customer engagement experiences

Key Accomplishments: Successfully built and launched the Youtily app from concept to a fully finished and shipped product in the app store within 5 months. Achieved 50,000 paid users within the first 3 months of product launch.

Senior UXUI Designer

2014 - 2015

Elevated | San Diego

Senior UXUI Designer + Art Director

2012 - 2015

Ironton Global | USA