

Mike Newbry

UX DESIGNER

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10+ YEARS OF EXPERIENCE

MBA, MANAGEMENT EXPERIENCE

ENTERPRISE SaaS & ON-PREM

NATIVE MOBILE APPS

RESPONSIVE WEB APPS

DESIGN SYSTEMS

DATA-DRIVEN RESEARCH & DESIGN

MULTIPLE RESEARCH DISCIPLINES

FIGMA

SKETCH

XD

INVISION

HTML/CSS FLUENT

DATA ANALYTICS TOOLS

Aptive Environmental Senior Product Designer

2022 - 2023 • Aptive has over 600,000 pest control and solar customers

At Aptive I designed SaaS apps to help manage over \$500M in annual sales by a team of 3600 B2C reps, and give 600,000 customers control of their data.

- Designed internal and customer facing applications
- Contributed to the corporate design system
- Worked with on-site and off-shore product and dev teams
- \$1.5M projected annual cost savings attributed to my product strategy

Legrand Senior UX Designer

2019 - 2022 • Legrand is a multinational electrical company with 36,000 employees

What I'm most proud of about my time at Legrand is establishing the company's UX design process. UX had been viewed as the painters that come in after the house is built. Now we're viewed as the architects that write the blueprints.

- Managed the UX team in the company's Utah office
- Created a UX design process that was adopted company-wide
- Assisted in implementing a corporate design system
- Received Spotlight Award for creating a UX intern training program

Renaissance Ranch Creative Director

2019 (9 mo) • Renaissance Ranch is a chain of addiction recovery centers

Taking a break from the software world gave me the opportunity to lead a department and contribute to an important cause.

- Department manager: marketing, design, web development, and SEO
- Directed in-house and outsourced creative technology projects
- Introduced advanced business analytics and software integration

Christopherson Business Travel UX Designer

2014 - 2019 • Christopherson specializes in online corporate travel management
CBT is where I really learned what it takes to design and manage an enterprise business application and SaaS platform.

- Redesigned SaaS application to be mobile responsive
- Conducted user testing and implemented data-driven design strategies
- Redesigned all system-generated emails and created a maintainable repository
- Won the 2014 Travel Weekly Magellan Silver Award for outstanding travel website (andavotravel.com)

Freelance Web Developer/UX Designer

2010 - 2014 - I did it all. Web development, hosting, graphics, social media, etc.

For four years I ran my own micro-agency called Profectus Marketing, doing marketing work for small businesses and contract work for other agencies.

- Designed, coded, and hosted websites for clients
- Created and managed email marketing campaigns
- Drove traffic to client sites through organic and paid SEO campaigns

MBA IT Management Western Governors University

Graduated 2022 • WGU Excellence Award for a tech business plan that I authored

BA Mass Communications Idaho State University

Graduated 2009 • Nominated to National Honors Society