

Mike Newbry

UX Designer // MBA

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MBA, IT Management

Western Governors University

Graduated 2022 • WGU Excellence Award for innovative tech business plan

BA, Communications

Idaho State University

Graduated 2009 • Nominated to National Honors Society

15 Years Experience

3 Years Management Experience
Expert in Embedded AI Design
B2B & B2C SaaS Products
Product Planning & Strategy
Native Mobile Apps
Responsive Web Apps
Design Systems
WCAG Accessibility
Data-Driven Research & Design
Multiple Research Disciplines

Product Design Manager

Cision / PR Newswire

2023 - 2024 • Cision is a global leader in PR & Communications software

At Cision I managed and mentored a team of UX designers. I spearheaded AI feature integration on the company's B2B products that are used by over half of the Fortune 500.

- Recognized for outstanding performance and managerial leadership
- Significantly contributed to the expansion of CisionOne into global markets
- Coordinated UX research including A/B testing, moderated user tests and user interviews
- Contributed to acquired-brand alignment and design system unification
- Improved UX by refocusing AI-features on intuitive data visualization and actionable insights rather than just raw metrics

Senior Product Designer

Aptive Environmental

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

At Aptive I designed SaaS apps to help manage over \$500M in annual sales by a team of 3600 B2C reps, and designed the self-service customer portal.

- Led the product strategy and design of internal and customer facing applications
- \$1.5M projected annual cost savings attributed to my product strategy
- Fostered collaboration between on-site and offshore product and development teams
- Contributed to the corporate design system

Senior UX Designer

Legrand, North America

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

What I'm most proud of about my time at Legrand is developing the company's UX design process, transforming the company's perception of UX from an afterthought to a foundational strategy.

- Managed the UX team in the company's Utah office
- Created a UX research and design process that was adopted company-wide
- Drove ecosystem and brand alignment by implementing a corporate design system
- Received Spotlight Award for creating a UX intern training program

Creative Director

Renaissance Ranch

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

UX Designer

Christopherson Business Travel

2014 - 2019 • Christopherson specializes in online corporate travel management

At CBT I had the opportunity to be deeply immersed in all aspects of SaaS product development and champion user-first design architecture and aesthetics.

- Redesigned the company's SaaS application to meet HCI best practices
- Redesigned critical customer communications, including itineraries and travel alerts
- Won 2014 Travel Weekly Magellan Silver Award for outstanding travel website