

WORK EXPERIENCE

MICHAEL KUHLMANN

www.michaelkuhlmann.com

916.756.5799

Senior / Lead UX Designer

Frequency - Mountain View, CA, September 2021 to Current

- Lead vision and architecture for upgrading B2B AdTech UX and UI design for a more human-centered experience, while codifying design language and setting roadmap and goals
- Lead design initiatives like augmenting our design system to onboard our first international partner, as part of evolving the underlying design architecture, which translated into a 7-figure deal with a major company
- As a people manager, hire, mentor and manage direct reports of 4 UX team members, by providing guidance on feature sizing and translating that into solid interactions and visual designs to maintain quality in product
- Lead weekly Figma design reviews, Lean Canvas-based FigJam sessions and collaborate with team members
- Strategize with senior leaders on ways to improve products and features, using data-driven decision making, with user interviews, wireframes, flow diagrams, storyboards, mockups and high-fidelity prototypes

Senior UX Designer

LaCalle Group (LCG) - Houston, TX, October 2018 to August 2021

- Created a WCAG 2.0-compliant design system for the next version of an education technology platform using Figma, Storybook & Chromatic, resulting in 40% and 20% increased velocity for design and development
- Created high-fidelity designs and prototypes based on wireframes that addressed internal inefficiencies
- Led design reviews and presentations for cross-functional stakeholders to work on new features
- Led the implementation of LGC's first design pattern library to speed up prototyping and QA processes
- Integrated various A/B tests to drive up engagement for various marketing campaigns
- Revamped LCMS navigation to be mobile-friendly and WCAG 2.0-compliant across various platforms

UX Designer

Elements Behavioral Health - Long Beach, CA, December 2014 to December 2018

- Designed intuitive onboarding process for Addiction.com, a companion site to a consumer mobile app; built, launched, iterated website from lo-fi to hi-fi mockups and prototypes, defining reusable as well as shared components while also coordinating new content features with the Editor-in-Chief
- Led revamp of RecoveryRanch.com, which increased lead generation by 130% within the first two weeks of launch; liaised with development team to build interface patterns from the ground up
- Improved customer experience for EBH's flagship consumer website, Promises.com, a luxury treatment center, to improve user accessibility, passing WCAG 2.0 compliance

UX Designer

Webconnex - Sacramento, CA, December 2013 to December 2014

- Revamped Webconnex ticketing SaaS app for desktop and mobile products, starting from UX architecture to overall user journey and reporting tools with regular strategy meetings with cross-functional stakeholders
- Led and integrated marketing/sales automation into marketing sites; set up first multi-touch campaign consisting of marketing collateral, lead management forms, a series of dripped e-mails and a lead scoring model
- Integrated tracking into sales funnel for marketing sites and utilize A/B tests for various marketplace products

Other Accolades

- Authored the book "Social Media for WordPress" which paid for my honeymoon
- Created a set of design templates that went viral, which paid for my minimum
- Created a media network that grew from 20 to 20,000 readers within a year

EDUCATION

Journalism, San Diego State University, 2000 to 2005