

Over twenty years of experience working on client engagements with company sizes ranging from small business to Fortune 50 companies. A well roundedness of technology including: user experience, product ownership, mobile and web development, marketing and software application development.

Business Acumen: Strong skills in leading client relations defining the core business initiatives and right aligning them with the best technical solution. A strong aptitude for problem solving, identifying its' core root and creating plan development. Skilled in drafting technical proposals including requirement's gathering, scoping out deliverables, realistic timelines, cost estimates and overall project clarity. Well proficient in digging deep in client environments to identify other opportunities within the organization. Strong expertise in managing overall profit and loss for projects while retaining gross margin.

User Experience Leadership: Leading experience driven design engagements ranging from rapid prototyping to full-scale UX process work following a modified UCD model. In addition, engaged as a contributor driving information architecture, product and interaction design and user research and usability testing. Activities include: sketch, wireframes, mockups, prototypes, journey mapping, user stories, persona exercises, research, storytelling and presenting solutions to key stakeholders

Product Owner Experience: Leading initial client discussions through ideation/discovery, assembling product teams (design, development, project management, quality assurance and back end support), directing team collaboration (white board discussions, scoping out requirements, defining deliverables, technology specifications and development lifecycle), leading brand design, product road mapping, product release and rollout, defining timelines and managing on time delivery

Management Experience: Over seventeen years of management experience leading teams on projects from inception to completion. Project types have included: software development, interactive web, mobile app development and branding

Web and Mobile Acumen: Multiple CMS platforms (WordPress, Refinery Sitecore), broad understanding of building for Apple and Android devices, leading mobile app development initiatives and setting up technical environments

Graphic Design: Building brand guides, corporate logos, product messaging and delivery. Tools - Adobe suite (Photoshop, Illustrator and InDesign)

Analytical Tools: Google Analytics – measuring page views, drop rate, overall visitation from local, regional, national and global. Tracked using this tool for both mobile and web

Technical Acumen: Deep functional knowledge and technology advisor, defining requirements, scoping out deliverables, strong technical understanding of multiple technical environments (.NET, Java and LAMP stack), MySQL (technical/ functional), Prototyper (and other design tools), MS SharePoint, Basecamp and Agile methodology

Key Strengths: Growing experience driven design teams, client relationship development/retention, defining requirements, user experience engagements, a technology think tank, web and mobile solutions, team leader, visionary and internal strategist

CAREER HISTORY & HIGHLIGHTS

ProKarma

August 2016 – March 2017

Director of Digital Experience

Responsible for leading the delivery team within the Digital Practice in the areas of user experience, marketing and creative. This team was the driving force behind everything digital and producing all design work for the company.

Key Roles:

- Provided key leadership for all go to market strategy within UX, marketing and creative
- Lead all UX efforts for pre- sales and scoping out client project UX work
- Lead and managed all UX and UI project related work for large enterprises from rapid prototyping and POCs to full scale experience driven design lifecycle
- Managed staff of UX Information Architects, Visual and Interaction Designers
- Managed overall team budget, utilization and performance
- Managed and lead corporate marketing projects, 17 projects in 2017 of which included centralizing all marketing materials for all practices
- In charge of all hiring, training and managing team headcount
- Contributed to key accounts within top level UX User Research, Information Architecture, Interaction Design and Usability Testing

Key Clients include: Kaiser Permanente, Wells Fargo, T-Mobile, Daimler, Acosta and Creighton

Sogeti, a CapGemini Company

August 2015 – August 2016

Regional Practice Manager, Digital Transformation | West Region

Director of UX | West Region

UX Leadership Council, Sogeti USA

Within thirty days of hire, promoted to lead the Digital Transformation team for the Denver unit and then promoted again to lead the region effective January 1, 2016.

Region included: Denver | Phoenix | Seattle

The Sogeti Digital Transformation (DT) Practice service lines: Digital Strategy, User Experience, Digital Marketing, Mobile & Web Development, Innovation Center Builds and Digital Security

Regional Practice Manager | West Region

Key Roles: responsible for regional planning for messaging, clients and team. Also leading the solutions for top level projects of clients within our DT service lines. Clients are over 500 million in revenue. So far this year, the region has grown from 26 to 47 consultants. Other responsibilities include: mentoring/consulting leadership team & consultants, elevating community awareness, managing P&L for the practice and educating others on digital transformation service lines. KIPs include: growth revenue, retaining attrition, margins and managing other key indicators.

Director of UX | West Region

Lead user experience teams on engagements with clients scoping out the work all the way to delivery. Through successful efforts, the UX team for the region has grown in each unit with multiple UXers on teams.

Also a lead & contributor on UX projects with clients developing client best practices within UX and creating UX CoEs. As a contributor, also lead usability testing, travelling out to end user client sites to perform test and conduct solution iterations.

Key industries include: Healthcare and hospitality

UX Leadership Council, Sogeti USA

As of November 2015, honored to be accepted into the leadership team on the UX Committee to deliver best practices with Sogeti's UX & CX service delivery lines. Created Sogeti UX Processes based off the UCD model. Also, lead projects using the Lean UX model. Other responsibilities include: travelling out nationwide to client sites as a UX SME, conducting UX tech interviews and public speaking to help educate and inform others of the UX Practice.

Tonic3, a UX Division of W3

June 2014 – June 2015

Senior Lead UX Information Architect and Product Designer

Tonic3 is the User Experience Division of W3, a multi-national digital agency providing services in over 20 countries throughout Latin America and the United States. Clients include Citi, McDonalds, Disney, Accenture, BMW, Danone, Banamex, Johnson & Johnson, and Sofitel. Tonic3 has offices in Dallas, TX, Buenos Aires, Argentina, and Sao Paulo, Brazil. <http://www.tonic3.com>

Notable Project:

Consulting at Citi, one of the largest financial institutions in the world. Promoted to the global team working on international initiatives within sixty days from start of assignment. Within this team, we're tasked with working on blue-sky initiatives, conceptual work, high level website revisions and mobile work.

Project roles - lead (working with key stakeholders, project owners, design and usability team), defining project scope, conducting high level strategy sessions and refining process improvements

User experience tasks - wireframes, journey mapping, use case, user flows, process and task flows, conceptual designs and involved in iterative testing

Type of solutions – global based for web and mobile (both adaptive and native)

Artemisia Technologies, Inc.

October 2010 - Present

Head of User Experience, Product Owner and Founder

Artemisia is a technology company that focuses on user experience, mobile and web solutions. We incorporate an "end user first" mentality in every engagement insuring that all solutions that are created fully engage the targeted audience. A36 is our flagship product, a semi-custom mobile platform and CMS. Artemisia uses the Agile methodology in every project.

Core skills:

- Key visionary for the company's direction
- Lead user experience specialist (interaction design, user interface design and information architecture)
- Product owner for all engagements (internal and external) leading each project from inception to completion including developing a sustainable path.
- Lead mobile development efforts both semi-custom and custom
- Lead all marketing and sales initiatives
- Manage a team of five-ten professionals
- Work with key client stakeholders to define the underline business drivers, project needs and perform gap analyses as necessary

- Assemble proposals including writing deliverables with technical team and putting together statements of work
- Lead overall project client engagements
 - o Assemble and sketch out user stories and process flows
 - o Perform gathering requirements and assemble requirements documents
 - o Create wireframes and mockups for clients for both mobile and web initiatives
- Perform website initiatives – Design elements and perform overall website development
- Lead and conduct technology assessments for clients
- Head of internal operations

Notable Projects:

Better Business Bureau, Denver/Boulder – Audience engagement exercises, web administration and web migration

HomeSphere – mobile application

Executive Forum – Audience engagement exercises and website overhaul -

<http://executiveforum.net/>

ViaWest – mobile application

Scripture Union – technology assessment

ACG – interactive website - <http://rmcgc.com/>

CTA DEMOgala – mobile application

Aspenware

September 2009 – October 2010

Business Development Manager

Aspenware is a technology services company that focuses on creating useful solutions that typically reside on either mobile or the web. In addition, the company also has ancillary services such as: MS SharePoint engagements, custom software development and user experience exercises.

Responsible for driving new client revenue opportunities while retaining and growing the customer base. Successfully increased brand awareness throughout the front range of Colorado utilizing a wide array of resources (involvement in several technology organizations and utilizing social media tools). Wrote customized proposals and statements of work, while working with the technical team, of which included all specific deliverables to complete the work. Aspenware is follows the Agile methodology on projects.

- Performed requirements gathering post sale
- Lead project initiatives (scoping out requirements, defining deliverables, assigning project teams and working with project manager on timelines)
- Lead user experience engagements with clients
- Conducted and lead user based storytelling to define core product flow

- Mapped out overall functionality and card sorting of site structures
- Converted requirements to scoping out deliverables and leading the overall development team
- Created process flows for both product and end user

Featured Clients:

ProLogis
Colorado Mountain College
Archstone

TEKsystems

November 2004 – September 2009

ERP Support Services Specialist**December 2008 - September 2009**

Promoted into a top-level corporate green field initiative to build out and grow a new revenue stream in ERP solutions. These services included: training, testing, and staffing. Assigned to the Colorado market to attract, retain, and employ key ERP talent and to help grow the client base. In addition, built and administrated the SharePoint site for the division. Created the social marketing plan for the division and set up multiple avenues of social networking tools for brand awareness attracting top level talent and key clients. Enterprise software focus: SAP, Peoplesoft, Oracle E-Business Suite, JD Edwards, Siebel, Microsoft Dynamics, Salesforce.com, Sugar CRM, Baan, and Ross Enterprise.

Account Manager**November 2004 – November 2008**

Responsibilities included: breaking into new accounts and managing an existing account base in the Denver market. The day to day duties of this role consisted of: growing the staffing/solutions based business within these clients in all departments, identifying and placing top quality IT talent in their company (contract, contract to hire, and full time), contract negotiation, and building client relationships. Some additional responsibilities included: fully understanding the company's organizational structure, business objectives and goals, technical layout of the company (applications, infrastructure, and telecom), understanding the clients' technical and business intelligence departments, understanding their budgetary constraints within staffing, and helping them identify and retain top IT talent to help them complete projects through technical headcount and help them grow their company by identifying IT talent. These clients consisted of small cap to Fortune 500/1000. From 2005-2007, the territory was focused on downtown and 2007-2008 utilizing the Denver network that I built through CSIA.

MICHAEL VAUGHN

mvaughnkd@gmail.com | 303.598.8290

13589 VIA VARRA ROAD, BROOMFIELD, COLORADO 80020

Delivery Team Lead

Community Ambassador, Colorado Region

August 2006 – December 2008

August 2006 – December 2008

Qwest Communications

November 2003 – October 2004

MetLife Corporation

April 2003 – September 2003

NTT/Verio

May 2002 – January 2003

Allegiance Telecom, Inc.

March 1998 – May 2002

EDUCATION/TECHNICAL TRAINING/COMMUNITY SERVICE/PERSONAL

Denver Botanic Gardens

July 2007 – July 2011

***Chairman and Founder, DBG Technology Task Force
Board of Trustees Member (January 2009 - December 2011)***

Lead a team of 41 volunteers (27 companies) to restructure all the technology, incorporate best practices and recommend "best of breed" solutions. This volunteer driven team began in August 2007. Some technology highlights include: user experience project lead, restructuring the network topology of the LAN/WAN network, built an inventory database, a new content enriched website (industry top 5 most visited in the world), a public Wi-Fi network for the entire 23 acre campus, security surveillance, building a centralized server room and streaming video cameras. The project grew to over \$3,000,000 in size while saving the DBG over \$1,800,000 through donations and trade kind agreements.

Accomplishments and Recognition

Engaged with multiple vendors including: Microsoft, Sun/Oracle, MySQL/Sun/Oracle, NEC, Cisco, TEKsystems, XO, RJ Macklin, Echelon, Indigio/Bridgeline, Associated Content/Yahoo and many others
Publicly recognized for its efforts, locally, regionally, and nationally
Negotiated with all contract agreements to help sustainability
Spoke at a worldwide education conference in Durban, South Africa, November 2009, about how technology promotes biodiversity education and plant conservation awareness

Business Analyst Responsibilities

For every project:

- Gather and record all requirements
- Worked with key stakeholders on key business initiatives and defining gaps
- Sketch out user process flow and overall experience
- Sketch out all functional workflows of all projects
- Work with the development teams to convert requirements to project deliverables
- Managed overall project investment cost and documented hours spent on project
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13589 VIA VARRA ROAD, BROOMFIELD, COLORADO 80020

Education

Baylor University, Waco, Texas

1995

Undergraduate BBA Degree

Double Major – Marketing and International Business