Mike Kuechenmeister Greenville, SC

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Proven Director of User Experience Design who leads with strategic vision, authentic partnerships, and outstanding execution to create value for the business and their customers.

SKILLS

• Adaptive Leadership	• Coaching & Mentorship	• Results Driven
• SaaS Focused	• Complex Problem Solving	• Strategic and Visionary
• Highly Collaborative	• User Centered Process	• AI Certified UC Berkeley

WORK EXPERIENCE

Northwestern Mutual- Field Rewards

Director of User Experience 07/22 - 10/23, UX Design Lead 10/21 - 7/21

- **Directed User Design and User Research** - Hired, coached and led a team of six designers and two researchers. Led sprint planning, design reviews, retros, and partnered with senior product and executive business leadership.
- **Crafted Experience Vision and Strategy** - Led a transformative experience design strategy for Field Rewards based on user and stakeholder feedback. Created clarity for work in progress and identified future opportunities for product management.
- **Delivered Impact to the Business** - Exceeded all quality metrics and delivery expectations. Completely redesigned and delivered a comprehensive leadership compensation experience (released January 2024).

ACS Technologies

Principal User Experience Designer 04/18 - 10/21, Senior User Experience Designer 03/16 - 04/18

- **Led User Design and User Research** - Coached and directed a team of eight UX/UI designers and four UX researchers on flagship product Realm resulting in it being named the most liked product in its category by a major research site. Grew user base and increased revenue through releasing new features like online giving, pathways, events, and member management.
- **Redesigned Product Design Process** - Matured our process from simple design execution to contributing to problem definition, conducting UX research, designing iteratively, and capturing post-release metrics.
- **Created Product Experience Vision** - Reenergized the company by presenting a vision that pulled varying disconnected products into a single experience. This vision aligned executive, product and design leadership around a north star that they continue to build towards.

OTHER ACCOMPLISHMENTS

- Bob Jones University Bachelor of Science (B.S.), Graphic Design 1998
- UC Berkeley Artificial Intelligence: Business Strategies and Applications Certification2023
- Over 1000 minutes mentoried on ADPlist.org
- Published contributor to UX Collective and Bootcamp on Medium