



MICHAEL ORTLIEB

SENIOR PRODUCT DESIGNER | DIRECTOR | MANAGER | LEAD

312.723.4000
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mcreate.com

Visionary design leader with 15+ years' experience implementing cohesive design systems via product development, teaching and technical training, and entrepreneurial ventures. From startups to Fortune 500 companies, infuses levity into heavily engineering-focused environments and expertly balances the art of design with the science of product design methodologies. Champion of storytelling, who crafts impactful visual experiences that drive engagement. Achieves client goals by leveraging cross-functional leadership, encouraging collaboration, and always looking for the next big challenge.

RELEVANT SKILLS

Digital Product Design | Mobile App Design | Responsive Web Design | Visual Design | Centered Design | Design Systems | Graphics & Animation | Creative & Art Direction | Marketing Strategy | E-Commerce | User Interface | User Research | Project Management | Team Leadership | Technical Training | Client Relations | Brand Building & Management

PROFESSIONAL EXPERIENCE

Aeris Communications Chicago, IL

2017 – Present

Internet of things company managing millions of devices and 50+ patents, setting the bar for global IoT deployments.

Overview: Introduced product design methodologies into engineering-focused operations. Spearheaded 3 major transformational projects: the full-scale transition to an organized design system, a company-wide design thinking training series, and a user-centered app redesign for Mitsubishi.

Director of Product Design

2019 – Present

Voice of product design for a 250-person company. Lead a lean team in work affecting 85% of \$100 Million revenue (2020). Trusted advisor to the Executive team, providing monthly updates on the state of the company.

- Advocate for the user experience (UX) vision for B2B and B2C mobile/web applications focused on IoT connectivity, and foster a cross-functional understanding of product design principles.
- Drive culture transformation by implementing a 'continuous innovation' and 'continuous improvement' approach and working cross-functionally with all teams (engineering, marketing, product marketing, sales).
- Lead daily standup meetings and develop / mentor interns and designers, providing review feedback and 1-on-1 performance assessments to guide progress and career growth.
- Work alongside leadership and product management teams to align operational procedures, training initiatives, and process improvement plans with company goals and product roadmaps.

Achievements & Contributions:

- **Design Thinking:** Introduced design culture; co-led development (w/ Customer Experience VP) of 3 workshops training company-wide global staff on user-centered design thinking and product design concepts.
- **Brand Improvement & Growth:** Brought consistency and consumer trust to an all-time high by collaborating with marketing and customer success teams to develop a cohesive brand voice across all product lines.
- **Pandemic Response:** Transitioned all group and 1-on-1 meetings to a virtual setting and worked closely with interns to ensure proper training and processes.

Lead Product Designer

2017 – 2019

Quickly overcame a steep learning curve in a new industry. Led user research and hands-on design, providing IoT fleet management mobile and web applications for verticals serving India, Japan, and Southeast Asian markets.

- Started as lead product designer with just 1 other (part-time) person; eventually hired that person full-time, mentored and developed them, and subsequently managed them in the next role.
- Managed 3 interns and attracted talent from Duke University; wrote curriculum for training and development, conducted performance assessments, and guided interns through a capstone project.
- Rallied employee support behind major changes by effectively navigating complex organizational dynamics.

Achievements & Contributions:

- **Design System:** Transitioned the entirety of product design operations and processes onto an organized design system, allowing for rapid changes to the software based on a customer feedback loop.
- **App Redesign – Mitsubishi Connect:** Led full-scale, user-centered redesign of app included in 10,000+ vehicles.



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PROFESSIONAL EXPERIENCE . CONTINUED

mo.create Chicago, IL

2000 – Present

Multidisciplinary design studio and side-hustle entrepreneurial venture.

Creative Lead / Design Technologist

Develop user-centered web design and creative strategy for numerous business verticals. Lead fully remote projects for high-profile clients, often covering complex issues requiring tact, diplomacy, and regulatory compliance

- Leverage new design skills and customer insights gained here to optimize full-time employment work.
- Handle high-profile web design projects, including for the Hearst Journalism Awards and USSenateYouth.org, the latter requiring partnership with U.S. Senate and compliance with government regulations.

Motorola Solutions Chicago, IL

2016 – 2017

Voice and data communications company.

Senior Visual Designer (contract)

Referred into the role (based on IMDb/Amazon experience) to provide guidance and direction in the implementation of eCommerce solutions into sales operations. Developed and presented presentations to executive leadership team.

- Helped reduce the process of buying a company product from 43 steps to only 12.
- Worked cross-functionally with internal UX & IT teams to create wireframing, prototyping, and visual designs for internal and customer-facing search and e-commerce applications

LiquidPlanner Seattle, WA

2013 – 2016

SaaS project management software company.

Creative Director

Drive promotion and development of company PM solution by leading design, build-out, and integration of site campaigns via landing pages, social media, and advertising in support of marketing and product teams.

- Spearheaded brand persona research and completely overhauled the brand identity and style guide.
- Collaborated with stakeholders to redesign and build corporate website

IMDb (an Amazon.com company) Seattle, WA

2004 – 2013

Entertainment website.

Senior Advertising Designer

2012 – 2013

Brainstormed, designed, and built high-impact, rich media campaigns from initiation to post-live maintenance. Collaborated with multiple teams to launch initial ad products/executions for Kindle, Kindle Fire, iOS and Android.

- Maximized revenue potential (in collaboration with editorial team) by cross-campaigning with Amazon.
- Trained Amazon.com advertising designers and internal designers in code for design tools; coordinated curriculum with stakeholders and recorded training sessions for rollout to East Coast and international teams.

Advertising Design Manager

2010 – 2012

Advertising Design Team Lead

2009 – 2010

Managed production scheduling with aggressive turnaround requirements and met regularly with stakeholders to gauge upcoming projects and staff requirements to align resources. Managed workflows for 5 designers.

- Reduced technical and production time 40% on average through ad development process improvement.
- Co-created the first official website execution on IMDb.com, for Relativity Media's, The Raven.

Senior UI Designer

2008 – 2009

UI Designer

2004 – 2008

ADDITIONAL EXPERIENCE

School of Visual Concepts Seattle, WA

2008 – 2016; 2020 – Present

Instructor

Prepared curriculum and lessons for 2-week prototyping tools classes (including training workshops for Amazon user experience apprenticeship program and Brooks Running UX team) and 5-week Introduction to HTML and CSS classes.

EDUCATION

School of Visual Concepts. User Experience, jQuery, Brand Strategy for Design, AfterEffects, Video/Audio Production

Cornish College of the Arts. Graphic Design

New College of California. Bachelor of Arts, graduate-level studies

Elgin Community College. Associate of Arts