



# MICHAEL ORTLIEB

CREATIVE LEAD • CODE-SAAVY UX/UI DESIGNER

MOCREATE.COM  
312 723-4000

I'm a multi-disciplinary Creative Lead / Code-Savvy UX/UI Designer with a 12+ year track record in crafting impactful visual experiences that reach customers and drive engagement. From startups to Fortune 500 companies, I meet creative challenges and client goals by distilling complex requirements into unique and engaging results. I'm passionate about merging the art of layout, typography, graphics and motion, with the science of code, A/B testing, UX and metrics.

## RELEVANT SKILLS

UX/UI design, wireframing, prototyping, visual design, online / mobile advertising, motion graphics and animation, mobile application design, responsive web design, illustration, technical training, creative/art direction, e-commerce, project management, client relations and brand management

## PROFESSIONAL EXPERIENCE

### Lead UX/UI Designer, Aeris Communications

Internet of things company. Chicago, IL. 11/17 - present.

- User research and hands-on design to provide IoT fleet management mobile and web applications for banking and insurance verticals serving India, Japan, and Southeast Asian markets
- Collaborate with marketing and customer success teams to provide a consistent brand and end-to-end experience
- UX liaison to automotive clients for IoT consumer-facing applications, including Mitsubishi Connect
- Contractor and intern management to ensure resources for timely execution of deliverables

### Senior Visual Designer (Contract), Motorola Solutions

Voice and data communication. Chicago, IL. 10/16 - 10/17.

- Collaborate with internal UX & IT teams to wireframe, prototype, and create visual designs for internal and customer-facing search and e-commerce applications.
- Provide guidance and direction with marketing and UX teams to explore and uplevel Motorola brand, research and create design visualizations to present to executive leadership team.

### Creative Lead/Front-End Developer, MO.CREATE

Multidisciplinary design studio. Chicago, IL. 8/16 - 10/17.

- Hands-on creative direction, design, and development serving key clients, including Cisco and Hearst Foundations.
- Deliver user-centered design experiences, fostering a communicative, collaborative, and transparent process from the first conversation to post-launch.
- Draw upon an exceptional team of industry experts for client projects on a contract basis.

### Creative Director, LiquidPlanner

SaaS project management software company. Seattle, WA. 12/13 - 8/16.

- A hands-on, multidisciplinary design role, serving marketing and product teams to promote and develop SaaS-based project management solution.
- Executed design/development, A/B testing performance with marketing team.
- Led design, buildout and integration of site campaigns via website, landing pages, social media, and online advertising to promote trial activations.
- Initiated brand persona research and created brand identity/style guide.
- Directed integration with app, website, email marketing, print collateral, presentations, and environmental display.
- Collaborated with stakeholders to redesign and build corporate website.
- Designed and illustrated eBooks, spot graphics, and infographics to support blog and social media.

### Instructor, School of Visual Concepts

Art and design school. Seattle, WA. 8/08 - 6/16

- Delivered instruction for introductory and intermediate level classes in HTML and CSS.
- Prepared class lessons for five-week period, averaging 12-16 students in each session.
- Developed curriculum and collaborated/synced with other instructors on class scope.
- Maintained class website, and ensured follow-up with students between sessions.

CONTINUED



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## PROFESSIONAL EXPERIENCE . CONTINUED

### Senior Advertising Designer, IMDb.com (an Amazon.com subsidiary)

Entertainment website. Seattle, WA. 5/12 – 6/13.

- Brainstormed, designed, and built high-impact, rich media campaigns for entertainment and non-endemic clientele, from initial kickoff call with client to post-live maintenance.
- Collaborated with editorial team to maximize traffic and revenue potential via cross-site campaigns with Amazon.
- Delivered project management for ad product template launches.
- Created fully-rendered test ads for each ad product, collaborating with developers to scope upgrades and working with ad traffickers/QA to ensure bulletproof rollout.
- Generated documentation and templates to support end-users.
- Initiated, developed, and presented a sales research project to optimize workflow between sales, design, and ad operations teams.
- Engaged with marketing and Celtra mobile toolset teams to successfully launch mobile advertising products and executions for Kindle Fire, Kindle Fire HD and iPad.
- Trained Amazon.com advertising designers in JavaScript, HTML5, and CSS3.
- Coordinated curriculum with stakeholders and provided follow-up with students.
- Recorded sessions for rollout to East Coast and international teams.
- Designed internal mobile and tablet specifications site to train new designers.

### Advertising Design Manager, IMDb.com

Entertainment website. Seattle, WA. 12/10 – 5/12.

- Executed high-impact rich media campaigns and new advertising products with aggressive turnaround requirements.
- Managed production scheduling, and met regularly with stakeholders to gauge upcoming projects and staff requirements to align resources.
- Optimized ad product development processes to reduce technical and production time by an average of 40%.
- Served as primary contact for sales, account managers, traffickers, and internal marketing/editorial teams; managed and hired contractors during critical busy season.
- Successfully completed Amazon Leadership Development courses: Coaching for Development, Effective Management Practices.
- Collaborated with sales to bring a first “official website” execution on IMDb.com, for Relativity Media’s “The Raven”.
- Designed and built dynamic portfolio library to generate customized client samples.

### Advertising Design Team Lead, IMDb.com

Entertainment website. Seattle, WA. 5/09 – 12/10

- Managed workflows for five designers, including creative staff meetings, individual 1:1s, monthly reports, optimizing project queue and resources.
- Primary contact person and coordinator for editorial, advertising, leadership and technical teams, contractor training.
- Modernized backup systems, updated technical specifications for creatives and site UI projects.
- Regular client, Account Executive and Account Manager contact to ensure timely release of creative.
- Worked with internal marketing and development teams to bring mobile, iOS and Android ad products to IMDb.

### Senior UI Designer, IMDb.com

Entertainment website. Seattle, WA. 5/08 – 5/09

- Designed, developed, and deployed comprehensive feature sites, with special sections for Oscars/Emmys/Sundance and site UI/UX improvements, including: TV section, TV episodes, name, and title pages.
- Created streaming rich media advertisements and custom promotional microsites
- Point person and leader in absence of design manager.

### UI Designer, IMDb.com

Entertainment website. Seattle, WA. 11/04 - 4/08

- Designed and launched site UI and UX improvements, including TV section, TV episodes, name and title pages.
- Created streaming rich media advertisements and custom microsites for entertainment and non-endemic clientele.

## EDUCATION

**School of Visual Concepts.** Seattle, WA. User Experience, jQuery, Brand Strategy for Design, AfterEffects

**Cornish College of the Arts,** Seattle, WA. Graphic Design

**New College of California.** San Francisco, CA. Bachelor of Arts in Humanities, Communications emphasis  
Graduate-level studies in Green MBA: accounting, finance, marketing

**Elgin Community College.** Elgin, IL. Associate of Arts, High Honors