

Michael Tan - UX/UI Designer

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Professional Summary

Senior UX designer with 7+ years of experience in leading the strategy and end-to-end design of enterprise applications and product experiences for global organizations. Deep experience in blending user-centered research and CX strategy to create unified, and scalable experiences that align user needs with business goals.

Experience

UX/UI Designer

Avanade *May 2021 - March 2025, Chicago, IL*

Led and collaborated with a cross-functional team of designers, developers and researchers to implement accessible, and AI ready web and desktop experiences for Avanade products.

- Streamlined the Avanade CRM by redesigning the entire platform and user journey, incorporating automation and generative AI into the selling process. The result was a 16% global sales velocity increase.
- Led the research and design of the Avanade Support Portal refresh in the ServiceNow platform. Contributed and validated the taxonomy and hierarchy of all content in the Avanade support library, leading to better SEO and content governance.
- Created a service blueprint of the entire deal life cycle of a deal at Avanade. The blueprint documented all user journeys for each persona in the Avanade sales process.
- Collaborated closely with developers, product managers and stakeholders to manage and integrate real-time user feedback, timelines, resources and budget limitations into iterative design cycles for Avanade's products.
- Mentored junior designers and established an internal repository of design materials and best practices that has accelerated design work and improved presentation clarity and accessibility, leading to increased stakeholder engagement and buy-in.

Product Designer

CNH Industrial *August 2020 - January 2021, Chicago, IL*

Led design efforts, in collaboration with the internal product team to design interactions and user flows that shaped the core product experience for dashboards and machines.

- Led the creation and evolution of the CNHI internal design system, promoting component reuse and increasing design and development velocity, while increasing accessibility and consistency.
- Designed accessible and data-rich dashboards for all CNH Industrial farming equipment resulting in a brand new look and feel for the CNH Industrial product line.

UX/UI Designer

Fusion92 *June 2019 - April 2020, Chicago, IL*

Collaborated with a team of designers, developers and researchers to design enterprise applications and marketing materials for fortune 500 companies such as Bosch, H&R Block and Zurich.

- Launched the new mobile and desktop experiences for product registration at Bosch. This initiative increased mobile registration and account creation by 46%, aligning with Bosch's business goals
- Designed and validated the checkout flow for H&R block's 2020 tax season. The result streamlined multiple checkout pages into one, aligning user needs and goals.

Skills

- Expert in design thinking and strategic problem solving for solutions focused on intent and accessibility.

- Highly skilled in systems thinking, service design, product roadmapping and strategy, creating entire user journey maps and product service blueprints.
- Experienced in project management, client management and product roadmapping.
- Highly skilled in research analysis, ideation, workshoping, validation and diary studies.
- Expert proficiency in design tools such as Figma, Sketch, Adobe XD, Invision, Miro.
- Skilled in prototyping and development: HTML and CSS, wireframing, prototyping, responsive design
- Highly skilled in communication, story-telling and data visualization to get stakeholder buy-in.

Education

Designation - Certificate for Human-centered design thinking and UX 2019

St. Xavier University - Bachelor's degree in Education 2014

Relevant coursework: Human psychology and behavior, cross-functional collaboration