

MICAH BOSWELL

Customer Experience Strategist, Designer
and Thought Leader

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Micah Boswell is a seasoned user experience veteran with over 20 years in the business, with both strategic and tactical know-how in every aspect of the project plan. From ideation to execution, Micah's deep experience in the full vertical not only means he can pinch hit wherever there's a resource gap - it also means that he spots the potential snags early and knows how to plan accordingly. Micah is an award-winning User Experience Architect who has worked on complex information systems, but has also had deep experience in branding and settings standards for demanding Fortune 50 companies such as Dell, Toyota, Home Depot and GE. His hybrid approach has garnered him a very deep understanding of how to apply the best UX solution given the resources, budget and time allocations provided. As a UX and Usability professional with over 20 years of hands-on experience in the Design and User Experience realm, Micah works hard to maintain a humble candor focused in on understanding how best to solve both documented challenges and undocumented nuances on behalf of his clients and their customers. • Embedded Experience (Vehicle Dashboard) Strategy & Design • Mobile, Tablet Experience Strategy & Design • Business Intelligence Data Visualization & Design • Ecommerce Experience Strategy for International Businesses entering the American Market • Customer Journey Mapping, Story Boards, Personas and User Stories • Design Strategy, Digital Strategy, Best Practices & Guidelines (UX and Usability) • Interaction Design, Motion Design and Visual Design • Prototyping, Mock-ups, and Wireframes • Accessibility (section 508) Standards Compliance Testing • Contextual Inquiry, User Research, Workshops, Focus Groups, and SME Interviews • Web Standards Documents, Web Style Guides and Iconography Lexicons • Team Management, Project Execution, User Experience Leadership

EXPERIENCE

Satori Group

May 2004 to May 2005

Partner/Interactive Marketing Director

Played a leadership role in creating an interactive marketing approach that was elegant and effective. During my time at Satori, I played various roles, including:

- + Art Director
- + Front-end Developer
- + Designer
- + Marketing Lead
- + Creative Lead

Freelance

January 2001 to Present

Independent Consultant, Principal

Assisting clients in both strategic and tactical deliverables. Roles included:

- + Information Architecture
- + Experience Design
- + Interactive Brand Strategy
- + Research and Development
- + Interaction Design
- + Communications Strategy
- + Responsive Design
- + Emerging Platforms

The Broadlane Group

May 2005 to December
2010

Creative Director

In the 5 years I worked at Broadlane, I had a fantastic opportunity to play various roles within the organization as a creative. I was brought in as an interactive designer (manager, web services), and left a creative director, helping implement an integrated marketing strategy that involved both print and interactive work.

- + Creative Direction
- + Art Direction

- + Interactive Design
 - + Web Management
 - + Advertising
 - + Internal Communications Design
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D3 Interactive

April 2004 to May 2004

Principal, Creative Director

As a principal at D3 I wore a number of hats. There was no set infrastructure, and as entrepreneurs, we all pitched in equally to get the work done. During my time at D3, I played the following roles:

- + Creative Director
 - + Designer
 - + Project Manager
 - + Front-end Developer
 - + Business Development Resource
-

Perot Systems

February 2002 to
December 2003

Interactive Art Director

I was brought in to Perot Systems as a second Interactive Art Director to assist in servicing the Healthcare industry, primarily Tenet, and later, Catholic Healthcare West. During my time there, I played the following roles:

- + Designer
 - + Interactive Brand Strategist
 - + Interactive Art Director
 - + Interaction Designer
 - + Usability Engineer
 - + Interactive Marketing Strategist
-

imc2

September 2000 to
August 2001

Creative Director

I was brought into IMC2 as a Creative Director with Usability experience. During my time there, I played a creative direction role, managing a dedicated team of creatives. We serviced the Healthcare industry. Creative Direction work included:

- + American Diabetes Association Website Re-Design
 - + Eli Lilly Diabetes Interactive work
 - + Sarafem Interactive work
-

GlaxoSmithKline

October 1999 to
September 2000

Creative Lead

As a Creative Consultant, I had the opportunity to work in various capacities with different marketing and IT groups. Those capacities included:

- + Interactive Designer
 - + Interactive Art Director
 - + Front-end Developer
 - + Styleguide Consultant
-

Nortel Networks

May 1996 to November
1998

Senior Web Designer

I was brought into Nortel to assist with a then emerging technology group called 'Rapport'. I was to focus on internal web communications to help the organization understand the product line. Over time, my role grew to be both tactical and strategic, and I had the opportunity to do much more, including assisting Sales and Marketing with other interactive tasks. Those tasks included:

- + Design

- + Front-end Development
- + Interactive Design
- + Web Management
- + CMS architecture
- + Project Management

Private Industry Council of Dallas

May 1993 to May 1996

Communications Designer

Built marketing collateral for non-profit organizations in partnership with the Texas Workforce commission. Designed Annual Reports, brands, directories and other print collateral as well as CD ROM presentations. Introduced the Commission and other non-profits to the Web in 1994 and designed as well as developed a series of sites and minisites.

Click Here/The Richards Group

September 2011 to

User Experience Architect/Strategist

September 2012

Working with clients to assist in tactical and strategic deliverables. Roles included:

- + UX Lead for Pier 1, Home Depot, Schumacher Group
- + Information Architecture
- + UX Architecture
- + Digital Brand Strategy
- + Interaction Design Strategy
- + Client Consultation
- + E-commerce UX Strategy and Design
- + Brand Insights
- + Mobile UX Wireframes & Prototyping
- + Responsive vs Native App Consulting
- + Emerging Platforms UX and Strategy
- + Smart TV Prototyping
- + iOS, Android & Windows 8 UX Planning

EDUCATION

Dallas Photo Imaging

Lynda.com

Hardin-Simmons University

1988 to 1991

Samford University

1986 to 1987

SKILLS

Creative Direction, Creative Strategy, Windows 8 Mobile, Information Design, Digital Strategy, Information Architecture, Brand Development, Card Sorting, Axure, Mockups, Rapid Prototyping, Online Branding, User Experience, Web Design, User-centered Design, User Interface Design, Spanish, OmniGraffle, Multicultural Teams, Virtual Teams, Expression Blend, Fireworks, Photoshop, Illustrator, Website Copy, Wordpress, Wordpress Design, CMS, Cloud Computing, Poetry, Digital Photography, Site Design, Interaction Design, Art Direction, Creative Problem Solving, Usability Testing, Graphic Design, User Interface, Dreamweaver, Usability Design, SEO, Mobile, Web Analytics, Adobe Creative Suite, Social Media, Flash, E-commerce, Web 2.0, Adobe Fireworks, Mobile Devices

PROJECTS

FTS Branding and Web Development

<http://ftservice.com>

Led the re-branding effort for Financial Transaction Services, LLC after the company secured \$50M in funding from a private equity firm. Worked with executives to gather requirements and determine project timeline. Managed print designers, web designers, copy writers, and other web developers for finalizing deliverables.

PUBLICATIONS

The Future of TV

Prune the Information Jungle into a Knowledge Garden

Maximizing the Digital Bang for the Buck. Investing in Customer Experiences.

LANGUAGES

Spanish (Native or bilingual proficiency)

RECOMMENDATIONS

Wanda Roe

Micah is an exceptional graphic designer and is skilled in the art of building websites. His work ethic and ability to learn new things quickly made him a valuable asset. Micah's delightful personality and sense of humor made him a pleasure to work around. I would highly recommend him for website design.

Casey Ausherman

I have had the pleasure of working with Micah for three years at The Broadlane Group. He is an incredible asset to any team with his innovative and creative ideas. Micah has a broad scope of knowledge and is well versed on the latest technology and trends that make him an invaluable team member. One of his many great attributes is his contributions in creating competitive, innovative, and forward thinking solutions for the projects he is involved in.

Karen Kramer

Micah is an exceptional designer with a keen ability to turn the vaguest concepts or ideas into reality. I have been most impressed with the style and professionalism he brings to every project. His attention to detail, his talent and his dedication to graphic standards have brought a new level of consistency and artistry to the company's print and Web materials.

Tim Biggio

Vision. Creativity. Thought provoking. Intelligent. Fun. Diverse. I had the privilege of working with Micah while our paths crossed at Broadlane. He is one of those rare gems that in addition to his amazing creativity and ability to make great visual products (often based on mere vague ideas of what is needed), he remains positive and upbeat even in the face of chaos. If you have not yet engaged Micah in a conversation, I urge you to do so. His portfolio of work can show you his results and output, but only by talking with him can you see how his creative mind works to turn a vision into reality. I enjoyed the opportunity to work with Micah and would do so again any time.

Shawn Ewert

Micah is a very detail-oriented strategist, and always keeps the optimal user-experience in mind while working through the pre-production on projects.

Steve Scott

I've worked with Micah at two Healthcare related companies now in 7 years. He's always been a valuable partner and the basis of knowledge when I come to him with my IT questions. He's got integrity, is personable with clients, and knows his business. I look forward to continue working with Micah.

Jay Staton

Micah is an outstanding graphic designer who possesses the ability to truly understand the client's needs and help translate that into practical terms for the development team.

Linda Huval

Micah is an exceptional person. He has wonderful creative and design skills that far surpass anyone that I have ever known in my working career. He has fabulous people skills as well. He is always willing to give you his undivided attention when listening to your thoughts or ideas. He offers constructive feedback and/or criticism. He is a joy to be around and to work with. He would definitely be an asset to any company or organization.

Lara Moritz

Micah is a consummate professional and joy to work with. He is very personable and gives you 110%. You can trust him to deliver on-time, be professional and ask questions if needed. You can set him loose on a project and know that it will be delivered with the highest quality. We need more like Micah in this business.

Tali Swann-Sternberg

Micah is a dedicated and talented UX professional. He is passionate about creating exemplary digital solutions and has the knowledge and experience to deliver. He is an avid reader of all that is new and interesting in UX, and he actively shares this knowledge with colleagues. On top of this, it is a pleasure working with Micah! He is always ready to discuss the pros and cons of various strategies or designs and work with you to determine the best solution. I hope I will get to work with him again in the future.

Patricia Cmielewski

Micah offers the ideal blend of strategic and executional capabilities, which he aptly applies to both consumer and business marketing. He is a strong contributor who conceptualizes based on the customer and in proper context of the medium. His talent combined with his leadership are highly valued attributes.

Josyanne Pierrat

I had the opportunity to work with Micah on an multilingual web project. His extensive experience, personable nature and ability to connect multiculturally made him a key leadership element early on in the process. Micah is as adept at understanding people as he is understanding technology, and his innate knack at 'getting' fluid project dynamics makes him a truly unique experience professional.

Keleigh Milliorn

Micah is truly one of a kind. He's incredibly smart and builds his knowledge base by constantly researching or reading about the latest and greatest in the UX field. His use of language is professional but clear, and he imparts his wisdom in the most inclusive way, often attributing his own ideas to others in the group if they planted even the smallest of seeds. He's passionate about his work and his solutions are second to none. In addition to all that, he's genuinely a nice guy. I loved working with Micah and enthusiastically recommend him. If you can get him, do it now!

Roger Nolan

Creative. There is no better way to summarize the person, his best attribute and his work. Micah Boswell certainly brings more to the table than creativity - but it is his creativity that keeps you engaged. An entrepreneur at heart and in application - Micah has the unique ability to open your eyes to the many possibilities while maintaining the candor necessary to properly evaluate and act on them. I both enjoyed and appreciated working with Micah at Broadlane and would welcome/recommend an opportunity to work with Micah in the future.

Mike Melton

Micah is an amazing artist and designer who incorporates the needs of multiple stakeholders at Broadlane. His timely responsiveness keeps projects on track and makes everyone look good.

Yoko Nakano

Working with Micah has been a true joy. In an aggressive timeframe, he delivered high-quality work in a timely manner while contributing to keep the energy and momentum of the team. As a Information Architect, it was one of the smoothest and most satisfying collaboration with a graphic designer. It was evident that Micah is well-versed in the art of visual communication that achieves real results.

Christi Davidson

Micah Boswell is adept at deciphering a proposed marketing message and need and skillfully working to identify the approach that will yield the best result. From his graphic design capabilities -- Web graphics, online interfaces, logos and advertisements -- to his technological and programming savviness, Micah is able to deliver the best solution for all marketing requests. Couple his skill set with his amicable and client service oriented demeanor, and you have a winning combination.

Doug Sanders

Micah not only made my job easier here at The Richards Group, he made me a smarter person in the digital space as a result. Through his work, he continues to be a personal inspiration to have more focus in the world of digital communication. Micah is incredibly smart, a buttoned-up presenter, ahead of the curve of almost all digital trends and consistently works to help drive our client's business. It's hard to find a team member that brings a perfect blend of strategy, experience and creativity to the table - Micah delivers on all of that and more.

Jon Poteet

As a creative talent, Micah is unrivaled. His ability to morph cryptic, abstract concepts into tangible, easily digested (and effective) constructs exceeds the traditional artist or creative. He possesses an innate knack...and one that has been honed over years of experience. I would stake my reputation on the fact that one would be hard-pressed to find a more gifted creative director that weaves both concept development and accomplished artistic vision so effortlessly.

Michael Breen

Micah has a unique and valuable perspective that he is able to integrate into client service. His user experience finesse is the result of careful human observation and focused listening skills. The combination of patient listening and ambitious engagement is winning.

Dr. Arie Stavchansky

Micah is one of the most detail oriented UX designers I've worked with. He has an excellent sense of gestalt, and is very cognizant about the human experience as related to interactive media. It is so rare to find a designer who cares about observing how people interact with things, and capable of translating those observations into creative solutions. Micah thinks through so many facets of the design problems presented to him such that it is difficult to find any gaps left in his work. When a critique is presented to him he takes it in the most professional and mature fashion I have ever witnessed. As creative director I was confident that Micah would listen closely to all my critiques and respond with a highly creative solution. From a technical standpoint, he has such a mastery of his digital tool sets, that I was never found myself hand holding. He just gets things done, and doesn't let his tools get in the way of his vision. His hard deliverables show that he is a craftsman who reflects as he creates. This gives his work the mark of superior workmanship. Aside from the work itself, he is a fun person to collaborate with. I looked forward to each and every conversation we had as he is very thoughtful on a number of topics related to design practice and industry. He's got a great sense of humor which can only improve work. If you have the chance to work with him, take it. The results you will get are extraordinary.

David Moskovic

Micah is not just a solid UI designer and all around user experience expert, he taps into a wide and deep pool of knowledge and experience that go beyond the mere mechanics of designing interfaces. He has what it takes to design for human beings (that creative spark, call it what you want). Plus Micah is just great to be around. I look forward to working with him on many more projects.

Lauren Heath

I have had the pleasure of working with Micah at The Broadlane Group. He is a very unique and intelligent professional. He is a proven creative leader with a phenomenal design aesthetic. He brings a vision and passion to the business. On a daily basis Micah works to improve himself as well as the team he is working with. He is an asset to anyone's creative team.

Stephanie Mahaffey

Micah is one of the most creative people I've ever had the pleasure to work with. He is not only an expert at "thinking outside the box", he is also a consummate professional who is easily able to adapt and direct his creativity so as to most benefit the project at hand. I would definitely seek out Micah in the future should my business needs require his expertise.

Geoff German

Micah is one of the hardest working individuals I've had the pleasure of working with. The passion he exhibits for his work is undeniable. He has a very clearly delineated vision for his company's brand and an excellent understanding of how it applies throughout various media. Micah doesn't fit squarely into any particular "niche." He has a very broad knowledge of many forms of visual communication and seems to thrive on learning more and more about his trade. He takes his work very seriously and has a vast vocabulary of knowledge he taps into to communicate his thoughts and ideas thoroughly and effectively. A collaborator in the truest sense, he enjoys the process of creation and watching the projects he curates find great success. These qualities plus the fact that he is a determined and motivated leader make him someone that I would recommend very highly.

Brienna Becker

Micah has a keen sense of design. A great listener that translates vision into simple, elegant logos and websites. His dedication to cash-strapped entrepreneurs is proof of his dedication to great ideas and the local start-up community. If Micah is to be judged by the amount of sweat equity he provides to this community, he is one sweaty guy indeed. :)

Damon Damele

Micah is one of the most creative people I have ever had the pleasure of working with. He has a wealth of branding, marketing, and web design knowledge and the people skills to put it all to use. A consummate team player, Micah is always willing to lend a hand or contribute ideas to a project. I am constantly impressed by the quality of his work and his dedication to his role. I would recommend Micah without hesitation.

Alex Korshak

Micah operates as a rare combination of an highly-seasoned IxD who is able to align educated and informed creative, in addition to user-centered design skills, with the business drivers of a project. He is able to help a client define their vision by guiding them, swiftly and efficiently, towards what they want almost before they know what it is that they want. He achieved this for us by working in a collaborative fashion, engaging a cross-functional team to leverage knowledge from numerous user groups whilst ensuring the solution would be technically feasible.

Laura Root

Micah has the rare talent of being a strong creative problem-solver, a multi-tasker and an efficient project manager all in one. After working with him on several projects, I've come to appreciate his professionalism, work ethic, and attention to detail. Micah works tirelessly as the creative lead on multiple projects at Broadlane, providing leadership and guidance and meeting tight deadlines, all while maintaining a cheerful and professional attitude. He seems to handle multiple irons in the fire with grace, able to efficiently delegate while retaining his creative focus and passion. Micah is an essential creative liaison to our team, and is an invaluable asset to Broadlane as the champion of the company brand.

Carri Craver

Working with Micah was a pleasure. He was able to listen to various different groups discuss their creative perspective and then design something that had a look that stood out and was spot on for the target market. His work was high quality and he delivered quickly. In addition, he was great in handling some chaos on our end. And lastly he was simply enjoyable to work with. Very positive attitude. I would work with him again in a heartbeat.