

Michaela Booth | User Experience Leader | 12+ years experience

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MS in Human Computer Interaction from DePaul | BA in Fine Arts: Visual Communication from Loyola Chicago

WORK HISTORY

UX Manager at United Airlines | *October 2019 - Present*

I manage the UX design and research work for the flight crew vertical (pilots and flight attendants) at United Airlines. I work closely with business and IT stakeholders on strategy and scope definition and direct the design and research resources (both in-house and agencies) delivering the work.

Lead User Experience Designer at United Airlines | *November 2017 - October 2019*

I led the design work for employee facing mobile and desktop tools and have been engaged with 20+ internal-facing applications collaborating closely with business and development stakeholders, identifying requirements, performing discovery research, creating project plans, designing wireframes and user flows, collaborating with and mentoring other designers, creating prototypes, and planning and executing usability research, as well as advocating for and educating stakeholders about User Experience as a whole.

Mobile User Experience Designer (short-term contract) at Walgreens | *April 2017 - October 2017*

I participated in a cross-functional agile team designing the Walgreens iPhone and Android native mobile apps. I represented User Experience alongside research, visual design, copywriting, product management, development and QA. I defined user requirements in response to business goals working with product management and created process flows, wireframes and design specifications.

User Experience Architect at Sonoma Partners | *November 2015 - January 2017*

Performed hybrid role of UX designer, visual designer, and researcher. I conducted discovery research, conceptualized, and designed mobile, tablet, and web applications for CRM consulting clients.

Clients - WB Mason, The Core Group, Boston Consulting Group

UX Architect (and Visual Designer) at Sears Holdings Corporation | *October 2013 - November 2015*

Working alongside product managers, researchers, copywriters, developers, and project managers, I conducted and analyzed research, identified user needs, and designed low and high-fidelity wireframes for customer-facing e-commerce websites.

EARLIER POSITIONS

Visual Designer Contractor at Lyons Consulting Group | *May 2013 - September 2013*

Web Designer at Cision | *September 2012 - April 2013*

Experience Designer at Marsh Inc. | *August 2010 - September 2012*

Visual and Experience Designer at effinity | *May 2009 - February 2010*

Design Intern at Politics Direct - London | *August 2008 - December 2008*

Design Intern at Museum of Contemporary Art Chicago | *January 2008 - May 2008*

EDUCATION

MS Human-Computer Interaction | DePaul University | 2013 - 2015

BA Fine Arts: Visual Communication | Loyola University Chicago | 2005 - 2009

Minor in Women's Studies

Activities and Societies: Alpha Sigma Nu – Jesuit Honor Society

IES Semester Abroad | International Education of Students | London | Fall 2008

Summer Intensive Studies, Drawing and Painting | Parsons | Paris | Summer 2007