Mike Blackford

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Introduction

Crafting something truly remarkable requires a deep comprehension of the entire platforms goals and a genuine commitment to providing the user with an experience they are delighted by. I specialize and have a strong passion in understanding, designing, and delivering complex interfaces that are both visually appealing and highly functional.

Experience

2018 – Present

Director of User Experience, PlatformSTL

PlatformSTL collaborates with academics and innovators to develop groundbreaking technologies within the healthcare/telehealth sector.

- User interface designs have contributed to 5 small business awards through the NIH, totaling more than $2M in innovation funding
- Strategic partner to the CEO, I actively collaborate on defining and implementing best practices while assuming the overarching responsibility for the user experience across all company products. Additionally, I play a crucial leadership role in overseeing the end-to-end development of all software products.
- Secured new clients for our consulting business by meeting with prospects and providing thoughtful recommendations that highlighted the company's software capabilities.
- Designed and implemented website, software designs, and advised on booth aesthetics which grabbed the attention of target customers during demo at the AOPO Annual Conference.
- Conceptualized and produced a hospice care mobile app that measures the metrics of patients and caregivers.

2018 – Present

Manager of User Experience Design, Mastercard

Smart Data is a Mastercard platform with a full suite of services and tools for global enterprises to track, manage, report and control companies purchases and expenses.

- Led the efforts to improve new account creation user flows, which are leading to a reduction in the time to create an account from 3 days to less than 10 mins.
- Key contributor during customer journey mapping sessions for strategic initiatives on future platform innovations involving carbon index scores and metrics.
- Produced mockups and user flows for ideating on the reporting platforms interface.
- Mentored 3 teams during an innovation week, and served on a speaker series panel on the main stage of the Mastercard campus.
- Participated in focus group/user research sessions, where we tested discoverability of UI elements for the expense management service.
- Develop and maintain the executive summary, and directional roadmap project visualization that facilitates effective communication of timelines for a multibillion-dollar agreement with an industry-leading bank.

Skills

CX, UX, UI Design, Innovation, New Technologies, Mobile App, Responsive Design, Lo-fi Wireframes, Hi-fi Mockups, Design Systems, Rapid Prototyping, Accessibility Testing, Usability Testing, Agile Methodology, Analytics, UX Research, Testing, Product Management, Road Mapping, Customer Journey Mapping, Persona Driven Design, Design Thinking, People Management, Creative Direction, Critique leader, Mentorship

Software/Languages

Figma, Sketch, Adobe Suite, Balsamiq, InVision, Mural, Adobe Experience Manager, UserTesting, Teams, Slack, Rally, Jira, Confluence, Trello Visual Studio Code, Sublime Text, HTML, CSS, Javascript, JQuery

Education

Bachelor of Fine Arts, Concordia University, Nebraska

2012 – 2018

Front-End Dev/Design Manager, Scottrade Inc.

Scottrade was an industry leader in self-managed financial investments priding itself on providing quality tools and services for its clients to improve their financial success.

- Originated and led the creative direction for the complete redesign of Scottrade's financial trading platform.
- Led the redesigning of several Scottrade marketing website entities and played a key role in supporting strategic initiatives focused on increasing awareness and the growing business offerings.
- Managed and maintained design styles and assets for Scottrade's marketing website within Adobe Experience Manager, and supported monthly rollouts by pushing code to servers.
- Created digital and print advertisements for Scottrade's marketing efforts.
- Led the design and implementation of the 300+ page financial trading platforms knowledge center on their marketing website.

2006 – 2012

Web, Multimedia and Graphic Designer, Concordia Publishing House

Concordia Publishing House is a nonprofit publishing company whose mission is to provide innovative products and services that improve the experience and exceed the expectations of their customers.

- Designed the eCommerce website, created graphics, and edited product imagery.
- A member and contributor to initial innovation team at CPH.
- Crafted marketing websites for yearly summer children's educational series.

2004 – 2006

Graphic Designer, True Manufacturing

True Manufacturing is an industry leading refrigeration manufacturer located in O'Fallon, Missouri specializing in high quality products to large corporations.

- Conceptualized and orchestrated the photoshoot of stainless steel, T-series refrigerators, and designed accompanying printed sales material for the sales force.
- Maintained and updated printed sales sheets for entire product line.
- Printed in house specifications sheets and created binders for executive management presentations.