

# Michael Burchill

## Lead CX Designer

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### Michael B. Burchill

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### Skills

Passionate about helping businesses provide their customers and clients with best-in-class CX. If I can take care of a customer's needs by understanding them and making it simple and enjoyable for them to complete tasks, I can boost a brand's ability to acquire and retain customers, which in the end, is a big win for both the brand and customers.

- Skilled at delivering high-quality CX/UI design assets within an Agile software development environment
  - Managing, delegating and reviewing design work of designers
  - Conducting UX research and usability studies as needed
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### Experience

#### Verizon/ Lead CX Designer

June 2016 - PRESENT, BASKING RIDGE, NJ

Design Lead in Verizon's Design Group focused on consumer account management experiences across channels, such as Desktop, Mobile web and App.

Manages the development of CX/UX design deliverables and supporting documentation for all assigned projects within my team's portfolio of work. Manages and delegates design tasks to direct reports, reviews and gives design feedback. Conducts presentations of CX/UX solutions with business partners and product owners. Works collaboratively across product, content and development teams throughout the lifecycle of a project or product.

Perform Competitive Analysis, create Information Architecture and User Flows, design CX/UX assets, produce clickable prototypes for user testing, perform visual quality assurance (VQA) on coded design work.

#### Verizon / Senior UX Designer

SEPTEMBER 2014 - JUNE 2016 PISCATAWAY, NJ

Designed wireframes, static & Interactive prototypes and user flow

diagrams. Created static and interactive prototypes and annotated specifications. Interpreted user testing findings and data into improved design iterations.

### **Ogilvy CommonHealth / Interactive Group Art Director**

JANUARY 2011 - AUGUST 2014, PARSIPPANY, NJ

Lead design and creative development on various interactive tactics for major pharmaceutical clients within the Digital Marketing Group.

Client-facing presentation and communications skills. Heavily involved with Account Management Staff defining tactical recommendations and strategic brand planning.

Tactics included Product Websites, Unbranded Disease Awareness Websites, Patient Education Materials, iPad & iPhone Applications, Branded Banner campaigns, CRM Materials.

### **MRM/McCANN / Interactive Art Director**

OCTOBER 2009 - JANUARY 2011, PRINCETON, NJ

Responsible for creating clear, standards-based UI design solutions for MRMs Pharmaceutical client roster. Projects included web sites, banner campaigns, disease education websites, consumer email campaigns.

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## **Education**

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### **Parsons School of Design / BFA Communication Arts**

GRADUATED 1987

### **The New School**

GRADUATED 1987

Liberal arts curriculum, including courses in Art History, Literature, Philosophy and Political Science.

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## **Awards**

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### **U.S. Patent Awarded / U.S. Patent Office**

MAY 2017

Design Patent awarded for UX Design of Verizon's 4G Basic Phone and its camera functionality.

### **Verizon Spotlight Award / UX Strategy & Design**

SEPTEMBER 2016

Received the Verizon Spotlight Award for demonstrating Verizon's Core Values and for going far above and beyond.