

Michael C Hicks

MISSION STATEMENT

Passionate about leading teams in the development of products that are both attractive and easy to use.

EDUCATION

[Savannah College of Art & Design \(Atlanta, GA\)](#)

MARCH 2006 - MARCH 2010

- Acquired a formal education in color theory, typography, and layout design for print and multimedia applications, emphasizing visual storytelling.
- As comics editor of the student newspaper, managed a creative team that produced original editorials for the student body.

EXPERIENCE

[Principal UX Designer - Omni Digital Designs \(Remote\)](#)

MARCH 2023 - CURRENT

- Leads the strategy and design of user-focused initiatives to increase user engagement and optimize conversions for technology-driven businesses.

[Lead UI/UX Designer - Tech Mahindra \(Cricket Wireless\) \(Atlanta, GA\)](#)

NOVEMBER 2023 - JANUARY 2025

- Collaborates with cross-functional teams, including product owners, engineers, and sales to design and deliver an essential dashboard for clients to manage their business operations.
- Leads the design of the company's back office design system and product to translate user needs into intuitive, user-centered interfaces.

[Sr. Product Designer - Blueprint Title \(Remote\)](#)

MARCH 2021 - MARCH 2023

- Reduced thousands of lines of code, increased the speed of the engineering workflow, and improved visual consistency across the product by leading the development of the company's design system.
- Managed the design of new product features for the organization's real estate transaction management system (RTMS).

[Sr. UI/UX Designer - OneSpring UX Design Agency \(Atlanta, GA\)](#)

JUNE 2019 - MARCH 2021

- Increased lead generation for Equifax B2B products by 10% by creating an online self-service website.
- Provided web design and consultation services for several clients across various industries including government, healthcare, and finance.

[Sr. UI/UX Designer - Arthritis Foundation \(Atlanta, GA\)](#)

JANUARY 2019 - JUNE 2019

- Developed an improved online user experience through increased user engagement by defining user segments and designing content hubs around users' needs.
- Increased content development speed by 3x by developing reusable web components.

SKILLS

- Figma
- UI/UX Design
- Visual Design
- User-Centered Design
- Human-Centered Design (HCD)
- Interaction Design
- Dashboard Design
- Prototyping
- Illustration
- Adobe Illustrator
- Adobe Photoshop
- DaVinci Resolve
- Procreate
- User Research
- User Testing
- Microsoft 365
- Collaboration
- Problem Solving
- Product Management
- Project Management
- Jira
- Agile
- Scrum
- HTML
- CSS
- Tailwind CSS
- JavaScript
- Visual Studio Code
- GitHub
- AI

LICENSES & CERTIFICATES

Google Tag Manager Fundamentals, 2019; Google Analytics for Beginners, 2019; Growth-Driven Design Hubspot, 2019

CONTACT

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UI/UX Designer - Arke Systems (Atlanta, GA)

JANUARY 2019 - JUNE 2019

- Increased lead conversion for [Vacation.com](#) nearly 60% by redesigning the online marketing strategy through intelligent ad design and refining the site's information architecture.
- Expanded audience nearly 15% by developing an online news platform for the United Methodist Church; the United Methodist News Service.