

# Mike Townson - Strategic Design Leader

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## Work History

### Order.co - Financial Services, B2B, SAAS+, Procurement, Lending

Sr. Director of Product Design

Austin, TX (remote)

11/2021 - 10/2023

- Leading design & research for a financial services SaaS+ series B start-up
- Built and currently scaling a product design, marketing design, and user research practice to support Product and Engineering orgs
- Driving the creation and scaling of their Design System and Brand Style
- Hired full design and research team in under 4 months
- Directly responsible for:
  - 3 individual contributors (4 total over career)
  - Design strategy across the company in product and marketing/branding
  - Delivering against OKRs each quarter through managing team focus and priorities

### Blizzard / Activision - Gaming

Group Design Manager

Austin, TX (remote)

05/2021 - 11/2021

- Leading design managers responsible for Blizzard.com and all franchise properties.
- Overseeing the team responsible for the scalable design system that enables templated web properties.
- Assisted in helping the Product org learn how to operate with OKRs

## The Knot Worldwide - Two Sided Marketplace, eCommerce

Senior Director of Product Design

Austin, TX / New York, NY

11/2019 - 05/2021

- Leading teams in user research, design systems operations, and embedded product design in Austin, New York, and Omaha. (Total of 24 at one time)
- UX strategic direction for The Knot Registry eCommerce product from infancy stage to scaled product, working alongside Product Management and Engineering leadership.

## The Knot Worldwide - Two Sided Marketplace, eCommerce

Director of Product Design

Austin, TX / New York, NY

07/2017 - 11/2019

- Local Marketplace: XO Group's largest business unit, representing 50% of company revenue (\$100M revenue at time of merger with WeddingWire).
  - 20% y/y revenue growth
  - 30% y/y growth in marketplace leads
  - Launch of vendor-facing ReactNative app (4.9 stars, 1.3k ratings)

## General Assembly - Education

UX Design Instructor (Part Time)

Austin, TX

06/2017 - 09/2017

- Instructed a part-time learning program over 10 weeks to user experience design students.
- Course focus was to learn the process of design thinking and user research and apply it to projects.
- Covered the subjects of design research activities, agile and lean methodologies, rapid prototyping and testing, and presenting findings and designs.

## Projekt202 - Software Consulting

Creative Director

Dallas, TX / Austin, TX

01/2012 - 07/2017

- Career Managed 5+ UX Designers focused on multiple client engagements.
- Lead creative teams on projects for Fortune 50 companies spanning retail, automotive, healthcare, enterprise SAAS, fin-tech, and food & beverage.
- Instrumental in return work from Pepsi Co., Mercedes-Benz, and Hewlett-Packard
- Facilitated countless workshops with clients to better understand core business needs and communicate the value of human-centered design.

**Client list includes:** AMAZON, MERCEDES-BENZ, PEPSI CO., LOWE'S HOME IMPROVEMENT, HEWLETT-PACKARD, EXPERIAN, GENERAL ASSEMBLY, CHARLES SCHWAB, AND MORE

## American Airlines - Travel

Senior UX Designer

Dallas, TX

01/2010 - 04/2012

- Started on a team of 3 User Experience Designers. The division then grew to 30+ UX members. I was part of a project team that worked on cross-sales during the booking of a trip on AA.com.
- I then worked on support across multiple projects including the American Airlines mobile app, AAdvantage mobile app, and conceptual prototypes.

# Education

## Bachelors of Fine Arts - Interactive Media Design (BFA)

The Art Institutes - Dallas

## Associates, Commercial Music

Collin College

# Skills

Hiring & Scaling Design & Research Teams  
Design Leadership  
Strategic Planning  
Team Management  
Project Management  
User Research  
Design Standards & Guidelines

Prototyping & Testing  
Cross-Functional Collaboration  
Budget & Resource Management  
Metrics & KPIs  
Advocacy  
Legal & Compliance/WCAG  
Communication: verbal & written