

# Michael Ringseis | User Experience Designer

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**Portfolio:** <https://ringseis.com>

**Motion Design Reel:** <https://vimeo.com/448198593>

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## Summary

User-centric, results focused user experience (UX) designer specializing in digital storytelling. Experienced in brand marketing and advertising, I specialize in incorporating brand design, user experience design, user interface design and motion design with strategy rooted in user-data and best practices.

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## Experience

### **Senior Digital Designer, UX - ReliaQuest / January 2022 - May 2023**

- Web design (UX and UI): data-driven wireframes, visual designs, prototypes, new components, graphic elements, icons, assets and documentation for ReliaQuest digital properties
- User research: user profiles, journey mapping, user flows, content strategy and information architecture for partner portal
- Email design (UX and UI): increased clicks by >5% or more for nurtures, drips, autoresponders and newsletters and streamlined email operations by creating a custom tailored email template and modules library
- Lead and contributed to brand re-design
- Created and maintained the design system and component library
- Interactive advertising: art direction, animation and development for banners
- Social media marketing: visual design for paid and native social posts
- Motion design and video editing (After Effects, Lottie, Photoshop, HTML5)
- Prepared and facilitated co-brandable assets for channel partners

### **CX Designer, Strategy & Innovation - Wells Fargo / March 2021 - November 2021**

- User experience research: user profiles, user flows, journey mapping and content strategy
- Web design: data-driven wireframes, visual designs, prototypes and documentation for social influencer hub and financial product marketing pages.
- Extended brand guidelines

### **Senior User Interface Designer, Brand Creative - Splunk / July 2019 - March 2021**

A leader and contributor to Splunk's re-branding earning "Best New Enterprise Software Marketing of the Year" Issued by Constellation Research.

- Contributed to and maintained the design system and component library
- User interface (UI): Design and strategize new components and provide documentation
- Web design (UX and UI): data-driven wireframes, visual designs, prototypes, new components, graphic elements, icons, assets and documentation for Splunk.com
- Design and develop online advertising: social and banner ads
- Motion design and video editing (After Effects, Lottie, Photoshop, HTML5)
- Interpret and act on user data, usability testing, analytics and user research

### **Senior Designer - Uber / May 2019 - June 2019**

Visual design for web pages promoting product launches, events and services.

- Experience design and visual design for Uber Eats landing pages and in-app screens
- Web design (UX and UI): data-driven wireframes, visual designs, prototypes and documentation
- Branded motion design

### **Senior Interactive Designer, Brand Creative - Oracle / September 2018 - March 2019**

A design and strategy leader for the Oracle rebrand focusing on product design, logo design, motion language and narrative.

- Web design (UX and UI): data-driven wireframes, visual designs, prototypes, component design and documentation for online event communications (Oracle Open World, Code One, Modern Business Experience and Modern Customer Experience)
- Motion design and video editing (After Effects, Photoshop)

### **Senior Art Director - Questus / December 2017 - March 2018**

- Video production: directing, editing, post-production for on location feature in the Everglades for Travelodge
- Social media marketing: concept and visual design for native social posts for Days Inn, Howard Johnson, Ramada, Super 8, Travelodge, Wingate and Microtel

### **Senior Spike Designer, Brand Creative - Oracle / September 2017 - December 2017**

- Product UX and UI: data-driven wireframes, visual designs and documentation for Oracle Magazine, Profit Magazine and Java Magazine
- Motion: design and produce video for Oracle events pages (After Effects, Photoshop)

### **Senior Art Director / User Experience Designer - Consultant / January 2009 - September 2017**

Concept to completion, in-house and remote, for client-side and agencies.

- Web design (UX and UI): data-driven wireframes, visual designs, prototypes and development
- Email UX and UI: wireframes, visual designs
- Video production: directing, editing, post-production, lighting
- Interactive advertising: art direction, animation and development for landing pages and banners
- Social media marketing: visual design for paid and native social posts
- Cross-channel event marketing

### **Creative Director / Founder - OSIX Design / October 2013 - December 2016**

Designed and deliver mobile and web products for NBC, Samsung, Blackberry, Vicks, Chevrolet, Disney-PIXAR, McDonald's, Coca-Cola, Western Union, Centers for Disease Control (CDC), Google, Turner, Unilever, AMC and Sony Playstation

- Product design: user experience (UX) and user interfaces (UI) for B2C mobile products
- Web design (UX and UI): data-driven wireframes, visual designs, prototypes and documentation
- Game design: concept, design gameplay, content and visual design for mobile games
- Interactive advertising: art direction, animation and development for landing pages and banners
- Managed consultants, schedules, budgets and resources

### **Senior Art Director - Traction / February 2015 - December 2015**

Art directed, animated and developed online advertising for Charles Schwab, California Bank and Trust, Lenovo and Dolby

- Interactive advertising: art direction, animation and development for landing pages and banners
- Video production: storyboards, motion design, post production and editing

### **Senior Art Director - Charles Schwab / June 2014 - Jan 2015**

Design and direct digital marketing and video

- Web UX and UI: data-driven wireframes, visual designs and documentation for the international investor portal
- User experience research: Analyzed user data to define user journeys, content and wireframes
- Video production: pre-production, storyboards, direct and edit a live event featuring Charles Schwab

### **Senior Interactive Art Director - BuderEngel and Friends / August 2007 - February 2008**

Designed and developed interactive advertising for PopChips, 49ers, Picture People and the Monterey Bay Aquarium.

- Interactive advertising: art direction, animation and development for landing pages, banners and viral experiences
- Managed and mentored junior team members

### **Art Director / Senior Designer - McCann Worldgroup / February 2005 - June 2007**

Designed and developed interactive advertising experiences for Microsoft, Cathay Pacific, HP and Hitachi. Won six ADDYs and one IAB MIXX award.

- Interactive advertising: art direction, animation and development for landing pages, banners and viral experiences
- Web design (UX and UI): wireframes, storyboards, visual designs, prototypes and documentation
- Video production: directing, editing, post-production (After Effects)
- Managed and mentored junior team members

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## **Education**

### **University of Oregon, Eugene**

B.A. Fine and Applied Art; Animation

### **University of California, Santa Cruz**

Graphic Design and Film Studies

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## **Skills**

- Adobe CC: Photoshop, Illustrator, After Effects, InDesign, Media Encoder, Premiere and Animate
- UX and UI: Figma, Sketch, XD, InVision, Lottie and XD
- Jira, Airtable, Slack, Teams, Miro and Trello
- Experienced in HTML, CSS