

Michael Hinnant

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Profile

Experience Design leader with expertise in creating innovative digital experiences across a broad range of customer, partner, and employee touch points. Passionate UX and creative direction for B2C, B2B, and B2E experiences across devices and contexts.

Extensive experience in building, managing, and nurturing large, distributed creative teams as well as operational business management. Experienced leading creative engagements with global and local brands and delivering business results.

Experience

Filter, A Merkle Company

Director, Experience Design (2018 – Present)

Filter is a creative agency empowering enterprise and emerging brands to build breakthrough products, meaningful customer engagements, impassioned loyalty and compelling experiences for audiences around the world. Filter is part of Merkle, a global customer experience agency, and dentsu international.

- Manage the Experience Design practice overseeing engagements for over 15 clients, delivering over \$13 million in annual revenue. Consistently deliver QoQ and YoY increase in revenue, margin, and EBITDA contributions.
- Partner with growth, practice, and operations teams to acquire and grow client accounts worth over \$38 million in annual revenue. Provide client service oversight and nurture senior client relationships with many of Filter's largest accounts.
- Define service offerings, go to market and sales strategies, service delivery and operational models, and delivery best practices.
- Partnered with other executive team members through the agency acquisition; responsible for developing cross-agency partnerships and joint sales and delivery initiatives for experience design across the dentsu network of agencies.
- Key clients include T-Mobile, Google, Amazon, AWS, Bill & Melinda Gates Foundation, and Facebook.

BitTitan

Director, User Experience (2017 – 2018)

BitTitan, the global leader in managed services automation, empowers service providers and IT professionals to properly assess, deploy, and manage technology solutions in a cloud-first world. BitTitan's MigrationWiz and MSPComplete products enable IT professionals to standardize and automate IT services and delivery. Since 2007, BitTitan has successfully delivered IT services to more than 6.5 million employees across 31,000 customers in 155 countries.

- Managed the UX Department working with 7 global scrum teams, evolving it from a tactical arm of engineering to a strategic function in the Product organization.

- Led the experience strategy and provided creative direction all of BitTitan’s products, services, and customer experience touchpoints.
- Partnered with Product and Marketing leadership to develop business and product line strategies, roadmaps, requirements, and go-to-market plans.
- Oversaw experience strategy and design for BitTitan’s core products, leading to \$30 million in annual revenue, with significant reduction in refund rates and support costs.
- Led the creation and curation of BitTitan’s design language, pattern library, and design guidelines, and partnered with engineering teams in the creation of BitTitan’s UI framework.

Hewlett Packard Enterprise

Director, User Experience – HPE Cloud (2014 – 2016)

Hewlett Packard Enterprise is a global information technology company with over \$52 billion in revenue and 240,000 employees worldwide. HPE Cloud delivers a portfolio of cloud computing solutions and services under the Helion brand, including Helion CloudSystem, Helion Cloud Suite, Helion OpenStack, Helion Carrier Grade, Helion Stackato, and managed cloud services.

I established the HPE Cloud Experience Design team, which provided UX research, strategy, and design for all the cloud products, services, and supporting tools. I hired and managed a high-performance creative team, set priorities, processes, and methods, oversaw research and design execution, and partnered with leaders across the business to define and execute business, product, and go to market strategies.

- Led and provided creative direction for a geographically distributed team of 12 researchers and designers using lean UX, design thinking, collaborative, and agile delivery practices.
- Partnered with Product Management and Engineering leadership to develop product strategies, roadmaps, business requirements, design concepts, market experimentation, and release programs.
- Oversaw the end-to-end user experience design for four releases each of the core cloud IaaS products: Helion CloudSystem; Helion OpenStack; and Helion Carrier Grade; collectively responsible for \$1.3 billion in annual revenue.
- Led the design of a new managed cloud offering and an expansion of cloud-based offerings for HPE managed infrastructure services. Aligned this work with private cloud scenarios, use cases, and customer experiences.
- Led experience design throughout the planning and delivery lifecycle of three releases of HPE’s cloud PaaS product, Helion Stackato, offering enterprises tools and services to adopt cloud-native development and deployment practices.
- Established the design language, pattern library, and brand design guidelines for the suite of HPE Cloud products. Partnered with UX leaders across the HPE design ecosystem to align design strategies and patterns to drive design coherence across all HPE products and services.

SMITH

VP, Experience Design (2009 – 2014)

Director, User Experience (2006 – 2009)

Senior User Experience Architect (2004 – 2006)

SMITH (formerly Ascentium) is a full-service digital agency specializing in creating business results for brands through customer experience, e-commerce, channel management, and employee enablement solutions. SMITH has over 300 employees across 10 offices in North America.

I managed the Experience Design creative team in the Seattle office and led the User Experience practice across the entire agency. I supported sales, defined processes, managed staff, and ensured creative excellence and client satisfaction. As a member of the executive management team, I partnered with other executives to guide the direction and health of the business.

- Founded and grew the User Experience practice with over 30 staff members delivering over \$7 million in annual revenue.
- Partnered with a cross-discipline team to acquire and grow client accounts worth over \$30 million in annual revenue. Provided creative direction and established senior client relationships with many of SMITH's largest accounts.
- Grew the agency business from \$9 million to over \$90 million in annual revenue as a member of the executive management team and head of the user experience practice. Helped to manage the integration of 5 acquired companies to expand agency service offerings.
- Led the strategy and design of multiple MasterCard consumer and business financial products for digital transaction and fraud protection. Created experiences spanning responsive web, mobile apps, and white-label partner solutions.
- Led the design and user experience for multiple versions of Amtrak's Rider mobile app. Provided design strategy, direction, and delivery of the UX and visual design for the iOS, Android, and Windows Phone mobile apps.
- Led the redesign of marketing and e-commerce experiences for Microsoft, MasterCard, Honeywell, Publix, PowerBar, Samsonite, and T-Mobile.
- Other key clients: Expedia, USC, Bill & Melinda Gates Foundation, Washington State Department of Commerce, Providence Health Systems, Intel, and World Vision.

Prior Experience

AskMe Corporation, User Experience Architect (2003 – 2004)

InfoSpace, Information Architect (2001 – 2003)

vJungle, Interface Design Team Lead (2000 – 2001)

EoExchange, Conceptual Design Manager (1997 – 2000)

Metatec Corporation, User Interface Designer (1994 – 1997)

Education

M.S. Engineering Psychology (Human Factors)

University of Illinois at Urbana-Champaign

B.S. Liberal Arts & Sciences (Psychology)

University of Illinois at Urbana-Champaign