

# Mike Newbry

UX Designer // MBA

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## MBA, IT Management

Western Governors University

Graduated 2022 • WGU Excellence Award for innovative tech business plan

## BA, Communications

Idaho State University

Graduated 2009 • Nominated to National Honors Society

## 15 Years Experience

3 Years Management Experience  
Expert in Embedded AI Design  
B2B & B2C SaaS Products  
Product Planning & Strategy  
Native Mobile Apps  
Responsive Web Apps  
Design Systems  
WCAG Accessibility  
Data-Driven Research & Design  
Multiple Research Disciplines

## Product Design Manager

Cision / PR Newswire

2023 - 2024 • Cision is a global leader in PR & Communications software

**At Cision I managed and mentored a team of UX designers. I spearheaded AI feature integration on the company's B2B products that are used by over half of the Fortune 500.**

- Recognized for outstanding performance and managerial leadership
- Significantly contributed to the expansion of CisionOne into global markets
- Coordinated UX research including A/B testing, moderated user tests and user interviews
- Contributed to acquired-brand alignment and design system unification
- Improved UX by refocusing AI-features on intuitive data visualization and actionable insights rather than just raw metrics

## Senior Product Designer

Aptive Environmental

2022 - 2023 • Aptive has over 600,000 pest control and solar power customers

**At Aptive I designed SaaS apps to help manage over \$500M in annual sales by a team of 3600 B2C reps, and designed the self-service customer portal.**

- Led the product strategy and design of internal and customer facing applications
- \$1.5M projected annual cost savings attributed to my product strategy
- Fostered collaboration between on-site and offshore product and development teams
- Contributed to the corporate design system

## Senior UX Designer

Legrand, North America

2019 - 2022 • Legrand is a multinational electrical company with 36,000 employees

**What I'm most proud of about my time at Legrand is developing the company's UX design process, transforming the company's perception of UX from an afterthought to a foundational strategy.**

- Managed the UX team in the company's Utah office
- Created a UX research and design process that was adopted company-wide
- Drove ecosystem and brand alignment by implementing a corporate design system
- Received Spotlight Award for creating a UX intern training program

## Creative Director

Renaissance Ranch

2019 (9 mo) • Renaissance Ranch is a chain of addiction recovery centers

**Taking a break from the software world gave me the opportunity to lead a department and contribute to an important cause.**

- Department manager: marketing, design, web development, and SEO
- Directed in-house and outsourced creative technology projects
- Introduced advanced business analytics and software integration

## UX Designer

Christopherson Business Travel

2014 - 2019 • Christopherson specializes in online corporate travel management

**At CBT I had the opportunity to be deeply immersed in all aspects of SaaS product development and champion user-first design architecture and aesthetics.**

- Redesigned the company's SaaS application to meet HCI best practices
- Redesigned critical customer communications, including itineraries and travel alerts
- Won 2014 Travel Weekly Magellan Silver Award for outstanding travel website