

# Michael Leary

## User Experience Leader

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### Summary

With more than 20 years of experience creating innovative digital solutions in multiple media outlets, and an exhaustive work history in design and front-end development, I have had the experience to touch all aspects of the agile process which has allowed me to lead with the same passion. Approaching the job everyday with the focus on the user in order to help support the growth of my team and the business.

I love building teams and taking on leadership roles across teams, departments and companies. By focusing on scalable solutions to address needs through research, I have consistently produced successful solutions for clients of varying size. I have the passion that backs up my experience in research, development and user experience. I love taking the reins, working with teams and forging ahead to develop something new and creative. I pride myself on productivity and a good attitude, which allows me to find excitement in any challenge.

### Areas of Expertise

Product Design Direction  
UI/UX Design  
Design System Architecture  
Process Optimization  
Design Thinking  
Organizational Branding  
Agile and Lean UX  
User Research  
Content Strategy  
Team building and growth

### Experience

#### Senior Product Design Manager edX/2U 2021 - Present

Managed and grew UX team across several verticals dedicating time in our learning management system, AI initiatives, marketplace and our design system. Focused on creating processes and frameworks to better drive working relationships between agile teams. I lean into the design thinking process to help drive leadership decisions to help create inclusive relationships and innovative solutions. An empath at the core with a passion to drive multi-disciplinary teams from problem to solutions in an unbiased mindset.

- Grew the UX team from 11 designers to 18 designers in just two years
- Built the UX research team to support the company initiatives and drive a voice of the customer initiative
- Managed and expanded our design system (Paragon) - leveraging across all platforms and experiences
- Managed the creation of Xpert our AI driven initiative with both structure and design
- Created UX frameworks and Inclusivity workshops to increase team unity and expand culture throughout the UX team
- Managed across several verticals while growing and reimagining our learning management platform
- Established the framework for cross functional teams to work between the edX platform and the open source community spanning several countries across the world

#### Team Lead, UX Design Liberty Mutual Insurance 2017 - 2021

Managing UX teams across Liberty Mutual and Safeco insurance companies, I spent the last 3 years focused on team growth, UX process and thought leadership. Growing my team year over year while making the mobile app initiative the focus of the company's digital approach.

- Led the creation of an entirely new Safeco app by establishing a one platform approach to both apps. By accelerating development and design time, we were able to reduce the build time of the new Liberty app by 50%.
- Under my lead, monthly active users have grown by 50% and total transactions in the mobile app has seen massive growth (Safeco 185% and Liberty 30% growth every quarter).
- For two years under my direction adoption grew 27% quarter over quarter.
- Re-imagined and integrated our safe driving app RightTrack into our core apps.

#### Director of UI/UX AYC Studio 2010 - 2017

Built, managed and oversaw the UI/UX department, growing it from 1 into 4 UX designers, while owning a variety of digital projects such as mobile apps and websites from concept to launch. Conducted research and design for each new project to build a blueprint that would translate the client vision into full visual roadmap.

#### Senior Web Designer EBWorld.com, Inc. 1999 - 2006

#### Webmaster Arrow International 1996 - 1999

### Education

Lock Haven University, Lock Haven, PA

B.S. Degree in Communications with an emphasis in Advertising/Graphic Design and minor in art (graduated Fall 1996)