

MICHAEL MASSIE

www.michaelmassie.com • hello@michaelmassie.com • (414) 331-8703

I am a Designer and Product Manager, with a passion for innovative social and mobile projects. I love creating and building tools and utilities that inform, connect people and make life better. I have been creating and developing mobile and web projects for over a decade. From user interface and experience design, to solution definition, business requirements, solution architecture and deployment, I've had experience developing projects throughout the entire product life cycle.

PROFESSIONAL DEVELOPMENT

- Founder of airrand.com - a web based service that notifies you of your to-do items and notes, via SMS, based off of your location based check-ins. Creator and product designer aligning with a co-founding developer.
- Creator of Marco - a desktop device that displays messages based off its owner's location. Allowing the ability for users to create virtual fences around geographical locations, or places, and then tie them to outputs displayed on its screen. Handling web/industrial design and early hardware development.
- Creator of The Smart Alarm for the Apple iOS - an alarm clock that wakes you earlier when there is bad weather. Handling the entire lifecycle of the project from concept, US Patent process, development, deployment and marketing, with the exception of programming.
- 2011 Sprenkler Talent Labs Hackathon winner- Aligning with 3 other teammates we presented a working model of an application that leveraged an iPhone app and 3rd party photo APIs to tie all photos posted by time and location to display in a real-time feed based off of the event taking place.
- Founder and organizer at Study Hall in Milwaukee - Study Hall is a technical and creative study hall that allows people to get together to cross pollinate fresh ideas and to promote creativity, allowing all the pieces to get together to actually make things.

PROFESSIONAL EXPERIENCE

Northwestern Mutual Life - Milwaukee, WI (www.northwesternmutual.com)

A privately held, Fortune 200 Company offering wealth management and life insurance services.

Web & Mobile Product Designer / System Software Engineer - 2001 – Present

- Product Designer delivering Mobile and Web application solutions for internal and external customers.
 - Develop and design modern solutions to be delivered via the Internet and mobile applications.
 - Align with the Business Analyst and development groups to help increase productivity of our workforce through technical opportunities.
 - Consulting in User Experience, overseeing testing / pilots, and giving guidance on the needs and expected outcomes of products.
 - Advocate, coach and give design guidance to teams adding a mobile presence to their existing applications encouraging the most current practices and guidelines.
- System Software Engineer aligning with the business direction in the implementation of new technology and creating solutions among specialty teams to provide a problem free implementation.
 - Understanding of the mobile landscape including trends, platforms and vendors.
 - Required to assess the mobile landscape and compare competitive technologies to deliver the proper tool to the business.
 - Experienced knowledge of enterprise project lifecycle from concept to implementation.
 - Experience with mobile applications and mobile application development projects.

- Project Technical Lead for the deployment of more than 20 projects, including for BlackBerry and Good Mobile Messaging Deployments to 3,000 end users.
 - Bringing together impacted teams from across IS to insure proper integration into the current environment.
 - Overseeing testing and pilots to identify and resolve risks.
- Business Analyst to identify the needs and requirements of the business, determining project objectives, alternatives and constraints.
- Technical Engineer on the Wide Area Network (WAN) Team – for escalated issues as well as train support teams and create support matrix.

ÜberTwitter, Inc. (now Ubersocial) - Washington, DC (<http://www.ubersocial.com>)

At the time of employment, the most popular Twitter 3rd party application in the world, serving over 1.2 million users, and 4th most downloaded application in the BlackBerry App World.

UI / UX Designer - 2010 – 2011

- Worked with Founder/Developer to help modernize and update the applications User Interface
- Guidance on the overall user experience of the application with concerns to application architecture
- Gave direction/recommendations on feature enhancements

H Enterprises - Chicago, IL (www.henterprises.us)

A global leadership and development group, providing an elite executive coaching process that directly, and measurably impacts the economic, social, and environmental needs of its clients.

Graphic Designer / End-User Computing Administrator - 1999 - 2001

- Brand identity designer required to analyze target audience behavior, articulate vision and define the positioning required for establishing new brands or revitalizing existing ones.
- Graphic Designer creating marketing materials for Coca-Cola, Harley-Davidson, Corona and many others
- End user support for Mac and PC computer applications

SKILL SUMMARY

PROFESSIONAL SOLUTIONS

- Applied Research & Development
- Business/Technical Requirements
- Project Management
- Executive Communication & Presentation
- Vendor Management
- United Markup Language (UML)
- UX / Graphic Design
- Storyboarding
- Illustrating/Drawing

DESKTOP SOLUTIONS

- Microsoft SharePoint
- Microsoft Project
- Windows Visio
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

MOBILE SOLUTIONS

- OS X (iPhone/iPod Touch)
- Android OS
- Windows Mobile 6, 6.5
- RIM BlackBerry OS
- Palm OS (Garnet & Web OS)
- Good Mobile Messaging
- iTunes Development Process

EDUCATION

Milwaukee school of engineering - *Milwaukee, WI, 2005 - 2009*

Course work completed for Bachelor of Science – Management Information Systems