

# Mike Besenhofer

Web Designer / People Manager



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## Experience

### Neon One — Web Design Manager

APRIL 2019 - PRESENT

- Lead and mentor a team of Designers
- Manage 400+ website accounts
- Identify improvements within our website product based on user feedback and assessing using the *Shaping Method*.
- Work directly with customers / stakeholders to assist in identifying design and website functionality needs
- Stepping in to resolve any customer concerns
- Collaborate with other department leads within the company to ensure satisfaction at each stage of the customer journey
- Organized a departmental switch from Wordpress to a Custom Website CMS Platform resulting in 30% decrease in average build time
- Designing new templates and pre-built branded elements for the design team to leverage
- Custom Design and Development of Wordpress Websites

### BuildThis — Web & UI / UX Designer

AUG 2018 - MAY 2019

- Designed and Developed Wordpress Websites
- UI / UX design and research for Custom Applications
- Created User Flows, Wireframes, High Fidelity Mockups and Built Scalable Design Systems for Development use.
- Performed and presented Competitor and User Research
- Led a company rebrand including logo and brand guidelines
- Developed Training agenda for New Designers on the team

### StickOutSocial — Web Designer

SEP 2015 - AUG 2018

- Wordpress Website Development
- Logo / Branding Design Services
- Assisted in Project Quotes for Sales Department
- Internal Marketing Design Elements

## Career Objective

Experienced Digital Designer looking to secure a position where I can utilize my 10+ years experience.

I am an obsessive designer dedicated to improving current systems for the end-users.

## Skills

UI / UX Design  
HTML, CSS, JS, PHP  
People Management  
Project Management  
Cross-Team Communication  
Analytics / SEO  
Web / Branding / Graphic Design  
Analytical Driven Design  
Agile Methodology  
Adult Learning Theory

## Software / Tools

Adobe Creative Suite  
Figma / Sketch / Invision  
Clickup / Asana / Jira  
Wordpress / Duda /  
Squarespace / Slack / WP  
Engine / Salesforce /  
Optimizely

## Education

### Columbia College Chicago

*BA Graphic Design / Web Development*

2011 - 2015 | **GPA 3.7**

Studied the following Web Development items: HTML, CSS, JavaScript and Minor PHP and Database management, User Experience, UI Design Systems.

## Career Enhancement Courses

### Developing Interpersonal Skills

Coursera

JULY 2022

### Managing as a Coach

Coursera

JULY 2022

### Designing User Interfaces and Experiences

Coursera

APRIL 2023

### Start the UX Design Process: Empathize, Define, and Ideate

Coursera

JUNE 2023