Doug Pohl

289 Feneis St. #125 • Westphalia MI 48894
517 927 0116 • pohldoug@gmail.com

SUMMARY

Highly creative and passionate leader with 13 years of experience in UX and 10 yrs in development for a Fortune 500 insurance company. Founder and Creative Director of independent video game development studio.

EDUCATION

Michigan State University, Computer Science, Honors College Cum Laude 2000

Pewamo-Westphalia HS Valedictorian 1996

EXPERIENCE

Creative Director, SwordSwipe Studios
Lansing, MI — 2014-present

Co-founder and Creative Director. Perform many duties including UX Design, Art, Color, Music Composition, Writing, Programming, Video Editing, PR and Marketing.

Lead User Experience Designer, Auto-Owners Insurance
Lansing, MI — 2010-present

Founding member of UX team for very large company with traditional culture. Establish team and evangelize user-centered design values; uphold design and usability standards. Duties include regular research, design, prototyping, and user studying of large projects visible to the general public, internally, and to 6,000+ independent insurance agencies.

- Designed, authored, and implemented corporate design system, AO_UI, as CSS responsive framework; Implemented and designed seamless update for major accessibility initiative in 2022
- Created vision-setting prototypes for commercial property & liability, customer, and underwriting workflow initiatives
- Overhauled many systems large and small, including Customer Center, Billing, Intranet, and Quoting
- Mentored teammates and developers in UX and the Design Process;

SKILLS

Axure / Prototyping
Information Architecture
Responsive / Mobile Design
Photoshop / Illustrator / After Effects
HTML / CSS / Sass / Javascript
WordPress / PHP
C# / various programming / scripting
Miro / LucidSpark
Visual / Web Design
Design Mentoring
Conceptual Design / Vision Setting
Usability Testing
Contextual Inquiry
Design Workshops
War Rooms
Card Sorting
Process Improvement
MS Office

Gave company-wide talks on UX topics; Instituted and conducted peer design review process

Developer / Manager, Auto-Owners Insurance
Lansing, MI — 2000-2010

Developed and led teams in many technologies including C# , SQL Server, Winbatch, Outlook / Exchange integration, COBOL, JCL, Easytrieve

- Led department-wide IDEAS team to identify and propose process improvement initiatives.
- Completion of comprehensive desktop project tracking system for entire company.
- Maintained the public-facing website www.auto-owners.com and served as liaison with third party to redesign and improve its functionality

REFERENCES

Available upon request.

CREATIVE INTERESTS

Game development
Digital art
Video editing
Music composition
Music performance