



Doug Pohl

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SUMMARY

Highly creative and passionate leader with 15 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. Ultra intelligent and mega humble, but no sense of humor.

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. Currently solo developing an innovative unannounced game.

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

EDUCATION

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

Pewamo-Westphalia HS Valedictorian 1996

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



- Mentored teammates and developers in UX and the Design Process; 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

