Doug Pohl

289 Feneis St. #125 • Westphalia MI 48894

517 927 0116 • pohldoug@gmail.com • http://dougpohl.com

Summary

UX and interaction design leader with 15+ years of experience delivering intuitive, accessible, and connected experiences across digital and physical platforms. Passionate about simplifying complexity through research, usability testing, and strategic design thinking. I thrive in the intersection of technology and creativity—often prototyping physical interfaces, exploring mixed reality workflows, and fusing emerging tech with human-centered design.

Education

Michigan State University, Computer Science, Honors College Cum Laude 2000
Pewamo-Westphalia HS Valedictorian 1996

Experience

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

- Founding member of UX team; championed user-centered design across enterprise systems
- Led major accessibility initiative and implemented WCAG-compliant updates
- Designed and authored the corporate design system (AO_UI), a responsive CSS framework
- Conducted user research, contextual inquiry, and usability testing on large-scale projects
- Delivered vision-setting prototypes for public-facing portals and internal workflows
- Oversaw complete redesigns of core systems including Customer Center, Billing, Intranet, and Quoting
- Regularly presented UX talks company-wide and mentored teams in design best practices
- Collaborated with stakeholders and developers in Agile environments using JIRA and DevOps tools

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

- Co-founder of independent game studio focused on innovative gameplay and UX design
- Delivered Bot Gaiden game to all major platforms: Steam, Xbox, Playstation, Switch, solo developing new title
- Prototyped and tested unique interaction systems blending visual, auditory, and tactile feedback
- Led iterative testing cycles and feedback-driven refinements across UI systems
- Engineered player onboarding and interface flows, simulating real-world usability testing patterns

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

- Led development teams in technologies including C#, SQL Server, COBOL, and Winbatch
- Spearheaded process improvement initiatives as lead of company-wide IDEAS team
- Developed company's internal project tracking system and maintained public website
- Collaborated with third-party vendors to improve web accessibility and user experience
- Gained strong insight into systems architecture, informing UX collaboration with developers

Skills & Tools

UX Design & Research

User Research • Usability Testing • Accessibility (WCAG) • Heuristic Evaluation
Wireframes • Prototyping (Axure, Figma) • Journey Mapping • Personas

UI & Front-End

HTML • CSS • Sass • JavaScript • Responsive/Mobile Design • Adobe Creative Suite

Tools & Methodologies

Agile/SCRUM • JIRA • Miro • LucidSpark • MS Office • Embedded UI Simulation • Game UX as System Design • IoT Interaction Prototyping

Leadership

Design Systems • Mentoring • Workshops • Vision Setting • Cross-Functional Collaboration

Creative & Technical Explorations

Game Development • Digital Art • Video Editing • Music Composition & Performance • Physical Prototyping (game interface, music interface, raspberry bi hardware)