Mike DeMar

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Experience

Sr. Product Designer | Citrix, July 2018 - Present

Transforming the way we work by collaborating with a cross-disciplinary team of designers, engineers, and product managers on our flagship product: Workspace. Deliverables include complex system models, vision concepts, prototypes, and detailed product features.

Unifying the Citrix product portfolio by helping to establish the Citrix Design System and Design System team. Special focus on systems tooling, design team structure and processes, and component creation and documentation. Facilitating design system reviews with our engineering partners to ensure compliance between the design system and development repositories.

Lead Product Designer | Oracle + Bronto, July 2015 - July 2018

Lead Designer on cross functional UX team servicing multiple product teams throughout engineering. Implemented design team process and culture though design critique, show and tell, and workshops. Focused on working with Product Managers and Developers to ensure deliverables throughout the design process. Such deliverables include research and analysis documents, wireframes, high-fidelity designs, and working prototypes.

Leading UI Redesign Project by building and continually iterating on a living style guide. Ensuring a consistent cross-platform user experience, as well as, a shared design language throughout the platform and apps.

UX Architect | Teradata, March 2014 - July 2015

Working on a cross functional UX design team to deliver high fidelity visual designs through mockups and functioning prototypes used to demonstrate aesthetic and technical specs to development teams, product management, and QA. Primary focus is on the Visual Design and User Experience for a suite of software products with a vision for design consistency throughout. Perform user testing using lean UX methodologies to quickly iterate on wireframes and user flows. Participate in weekly design team stand-ups and critique as well as Scrum and Sprint planning meetings.

UI/UX Designer | Medfusion, September 2013 - March 2014

Lead designer on the Innovation and Product Management team. Focused on rapid prototyping of patient and provider side web applications that aim to place the power of health care in the patient's hands. Working closely with marketing, support, implementation, development and product management, to ensure that an outstanding experience is delivered through the product and brand.

Visual Designer | Intuit, November 2012 - September 2013

Visual Designer on the XD team. Leveraged existing brands of practices into patient portal solutions while designing and developing websites for health care providers. Developed processes that increased workflow from client brief to site launch, mirroring the agency design process. Collaborated with XD team members and cross-functional teams to rapidly prototype lean experiments for future Intuit products.

Web Designer | Everest Agency, July 2012 - November 2012

Designer and Web Developer on a team of fellow designers in a fast paced agency environment. Collaborated with the owner/creative director on a multitude of projects including HTML/CSS Websites, WordPress Custom Themes, Web Widgets, HTML Emails, Marketing Campaigns, and more.

Web Designer | East Carolina University, January 2010 - July 2012

Worked on the Design and Development of the Academic and Student Affairs websites while collaborating with Student Affairs Marketing Team to promote Student and Faculty events. Projects included HTML/CSS websites designed to work with the Universities CMS, Interactive Flash Websites and Banners, Cold Fusion and PHP forms, Window Display Designs, Custom Logos, Social Media Campaigns, and Site Specific Google Analytic Reports.

Owner | Orchard UX, December 2008 - Present

Orchard UX is an independent design consultancy that I founded. We like to work with individuals and companies that offer projects that ultimately benefit humanity. Our latest project allowed us to partner with SUDDS (Scaling Up Digital Design Studies) at NCSU to deliver a new product vision for enhancing the testing capabilities of the platform. We focused on streamlining the student and teacher collaboration views, as well as, more advanced teacher scoring and moderation capabilities.

Education

BFA, Interactive Design & Animation | East Carolina University, 2008

Studied the disciplines of traditional fine art mixed with a unique blend of interaction design and animation. Courses included an assortment of 3D, web, video, and motion graphics projects. Explored the techniques that solved how design can complement experiences in various disciplines. Submission to concentration based on faculty acceptance upon portfolio review.

Chancellor's List | Spring 2008
Dean's List | Fall 2007
Honor Roll | Spring 2006 - Spring 2007

Member of The Animation and Interactive Design Guild

Awards

Citrix All-Star Award | All-star, 2018

Intuit Spotlight Award: Drive for Results | iPad Consumer Prototypes, 2013

Intuit Spotlight Award: Drive for Results | L.E.A.D Campaign Designs, 2013

ECU School of Art Undergrad Exhibition | 1st Place - Interactive Design & Animation, 2008

Green Hope High School Senior Awards | Most Artistic, 2002