

Mike Lynn

Customer Experience Architect & Creative Technologist

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My user experience direction has consistently helped meet business objectives — with projects contributing to multi-million dollar impacts. My CX recommendations are validated through A/B testing and have increased revenue, conversion, take-rate and reduced churn. I am listened to as an influencer in my current organization, where I enroll others into a vision which benefits our customers and the business.

PROFESSIONAL EXPERIENCE

Web.com • 2009 – Present

I provide creative direction and consult on test plans for Web.com, a \$720MM organization with over 3MM customers. I lead a sizeable creative team through ~50 projects per week in cross-functional design sprints. Together with my team, I hone brand messaging and integrated customer experience through many channels and various lifecycle touchpoints.

- Reduced churn due to design related issues for Web.com's flagship custom website product by 72%. This was accomplished by developing internal tools and working closely with our operations team to develop new workflows.
- Developed governance, workflows, structure and taxonomy for the Web.com creative department - which lead to improved efficiencies and the ability to produce hundreds of projects a month.
- Developed requirements, user interface, customer experience flow and front end coding for the rebuild of Web.com's logo builder from Flash based to SVG/HTML5.
- Led the effort to redesign a Web.com automated SEO product report. As part of this effort, I developed an application to dynamically generate the report easier, faster and more consistent with brand guidelines.
- Led the creative team to produce projects including internal and customer facing applications, marketing communication and customer retention emails, our many brand websites and checkout paths, lead generation microsites and PPC specific landing pages, product marketing and customer support videos, tradeshow booths and print collateral, and interior design rebranding.

I was promoted twice at Web.com; from Graphic Designer to Design Manager and then to Director of Creative Development and Marketing.

Freelance Marketing Consultant • 2005 - present

Developed many online projects to help drive leads, awareness, and brand engagement. My consulting work ranged from independent projects to large-scale, resource intensive efforts – delivering solutions for companies including Alcatel-Lucent and Red Hat.

- Collaborated on four Echo Lab apps to develop the UX, design and code the front-end. One of which, Apps for Energy 'Energy Forecaster', was featured in *Forbes* magazine online edition.
- Responsible for contributing to the technical and creative aspects of email campaigns, website usability, Flash development, Mobile application UI, developing sites for mobile devices, microsites, collateral and other branded materials for Antenna Software.
- Created a video to more clearly demonstrate the value of a mobile PBX upgrade for Alcatel-Lucent. The video helped improve the overall response for a trial campaign.
- Provided creative direction, designed and coded the website for Cirrus Medical staffing, a healthcare recruitment company.
- Supported demand generation efforts by designing and developing websites, and online ads for FEEDHENRY which was acquired by Red Hat.

WALA Fox10; Mobile, AL • Motion Graphic Designer 01/2007 – 11/2008

Developed station marketing commercials, on-screen news graphics, logos and online imagery.

WPMI NBC15; Mobile, AL • Commercial Video Producer 03/2004 – 01/2007

Responsible for internal branding of the creative department and video production and on-screen graphics for television programs and regional commercials.

Jefferson Davis Community College • PHP Developer 12/2002 - 03/2004

Created online administration tools for teachers and participated in user studies that led to UI/UX optimization.

DEVELOPMENT TOOLS

Adobe Creative Suite, HTML, CSS, Javascript/JQuery, PHP, Responsive Development, JIRA

EDUCATION

Savannah College of Art & Design • Major: Motion Graphics 2002