

# Michael Woodruff

## User Experience Designer

<http://michaelwoodruff.com> (portfolio)

<http://www.linkedin.com/in/michaelwoodruff> (recommendations)

[michael.woodruff@gmail.com](mailto:michael.woodruff@gmail.com)

(513) 410-1485

## Summary

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A web application designer who focuses on creating elegant, yet usable interactive experiences that engage users, while also communicating a timely effective message. Understands the need to balance the conflicting agendas of the client's business goals, user's expectations, limitations of a chosen technology, and a project's budget constraints. A firm believer that it's not only just how the software looks, but also how intuitive it is to use.

## Specialties

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User-Centered Design • Usability • User Research • Personas • Information Architecture • UI Design Patterns • Site Mapping • Task Flows • Wireframing • Prototyping • Visual Design Compositions • Search Engine Optimization • Analytics • Web Standards • Accessibility • Flash • Photoshop • Illustrator • Dreamweaver • JavaScript • Semantic HTML and Bulletproof CSS • Leverage JavaScript libraries and CSS frameworks • AJAX • Creation of front-end templates for ASP.NET, PHP, JSP, and several content management systems

## Experience

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### **User Interface Designer at The Midland Company**

May 2008 - Present (3 months)

### **User Experience Designer at Haverstick Consulting**

August 2004 -April 2008 (3 years 9 months)

Clients: Kentucky Lottery • Greater Cincinnati Water Works • Ethicon • Basco

### **Information Architect at Fusion Alliance**

October 2003 -August 2004 (11 months)

Clients: ATA Airlines • Roche Diagnostics

### **Senior Web Developer at CoActive Marketing Group**

May 2003 -September 2003 (5 months)

Clients: Valvoline, a division of Ashland Inc.

### **Contract Web Designer (Self-Employed)**

March 2002 -April 2003 (1 year 2 months)

Clients: FreeMarkets, Inc. • LexisNexis

### **User Interface Designer at DigiNeer**

May 1996 -February 2002 (5 years 10 months)

Clients: Bank One • Bayer • Johnson & Johnson • Patterson Dental

## Education

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The Ohio State University

B.S., Business Administration

## Recommendations

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### 6 people have recommended Michael on LinkedIn

<http://www.linkedin.com/in/michaelwoodruff>

"Woody brings a creative flair to every project he works on. His drive to understand user behaviors and to design the best interface for that user group is unparalleled. He routinely impressed me with his creativity and ability to model complex user interfaces."

— **Joe Walter**, *Managing Director, Haverstick Consulting, Inc., managed Michael at Haverstick Consulting*

"When I was just getting into Web standards, Woody was my go-to guy for answers. He still is. His extensive knowledge is applied in the sites he designs, which makes him an asset to any client who desires a site incorporating the latest in usability, accessibility, and design principles. He's also very generous in imparting his experience to colleagues. I'd consider Woody to be an asset to any team I was on."

— **Lisa Ruff**, *Senior Consultant / e-Learning Instructional Designer, Haverstick Government Solutions, Inc., worked with Michael at Haverstick Consulting*

"Woody brought surprising depth and breadth to his position with Haverstick. He had a strong eye for graphic design, and excelled in "Web 2.0" interaction --paying careful attention to interactivity and behavior as much as raw aesthetics. He also did an excellent job of keeping current and sharing the latest and greatest."

— **Alex Hart**, *Practice Manager, Haverstick Consulting, managed Michael at Haverstick Consulting*

"Mike "gets it" when it comes to standards based web design/development. His deep experience comes across to clients very well. He has excellent communication skills and is willing to go the extra mile. I highly recommend Mike."

— **Steve Daly**, *Director of Technology, Haverstick Consulting, Inc., managed Michael at Haverstick Consulting*

"I worked with Michael Woodruff (aka Woody) during his stint at Haverstick Consulting. He is a very fun person to work with and a great contributor to the team. He makes an effort to understand Customer's needs and delivers the product to their satisfaction. He is always up to date on the technical trends/aspects of User Interface design (and his Apple gadgets). It was a pleasure to work with Woody."

— **Gauri Kodkani**, *Senior Consultant, Haverstick Consulting, worked with Michael at Haverstick Consulting*

"I was involved with Michael on gathering design requirements and software specifications for a client project. Michael was extremely thorough and relies heavily on his strong client skills to drive discussions to a distinct solution. He was able to create wireframes, site maps, and several design mockups in a timely manner, despite a full workload. His artistry in design achieves that rare balance of both broad appeal and intuitive user interaction. He has extensive familiarity with market trends which enables him to frame prospective client solutions, producing a mutual basis of communication."

— **Clifford Adams**, *Senior Software Developer, Haverstick Business Solutions, worked directly with Michael at Haverstick Consulting*

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