Michelle Bacigalupi
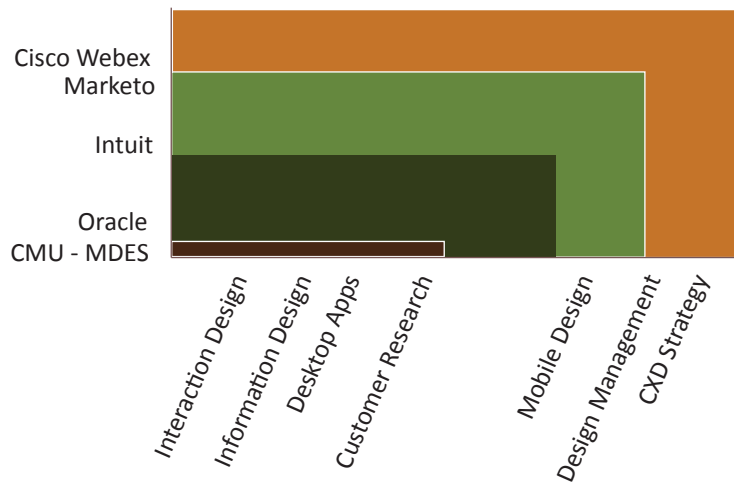*Forward-thinking Experience Design, Management & Strategy*

KEY ACCOMPLISHMENTS

- Built a series of Customer Experience Design best practices into the organizational mindset – moving toward customer-centric
- Hired and groomed an Experience Design Team from the ground up with both design and business acumen
- Led several releases of marketing/eCommerce websites; socialized best practices into larger brand organization
- Integrated research methods of CXD strategy, customer research methodologies, customer journeys and data driven design in process
- Almost tripled traffic with content-driven pages and SEO improvements leading to 12% reduction in bounce rates

CHRONOLGY

Senior Experience Design Manager and Strategist   4/2011 - Present
Collaboration Software Group
CISCO / Public Company, 10,000+ employees, CSCO, Computer Networking Industry

Direct best experience design best practices for visual, interaction, and content design, usability research, information architecture, and multimedia. Support business efforts for conversion, customer retention, eCommerce and optimization programs to attract, engage, service, and retain customers across global web sites. Manage internal team and vendors.

Senior Interaction Architect   11/2010 – 4/2011
Collaboration Software Group
CISCO / Public Company, 10,000+ employees, CSCO, Computer Networking Industry

- Designed improvements to self-service model for online buyers
- Facilitated research and applied to improvements of web site and online sign-up experience

Lead User Experience Designer   11/2010 – 4/2011
Marketo / San Mateo CA

- Designed web-based rich, interactive experiences for building data models for BI analytics
- Created web-based UI for project tracking of complex marketing campaigns

CHRONOLGY Cont.

Senior User Experience Designer   4/2005 – 8/2009
Intuit / Mt View CA

- **Custom Manager** / Web Application
- **Multi-Currency** / Desktop and Web
- **Invoice2Bill** / web application (auto translate invoices to bills)
- **QuickBooks Installation Manager** / Desktop and Web

Principal User Experience Designer   9/1997 - 1/2005
Oracle Corp / Redwood Shores, CA

- **Product Lifecycle Management PLM / PDM application suite**
- **Server Technology** / Oracle Enterprise Manager
- UI Guideline Specifications

User Interaction Design Intern   5/1996 - 8/1996
Sun Microsystems: Javasoft / Milpitas, CA

EDUCATION

Carnegie Mellon University, Pittsburgh PA / Masters of Design: Interaction & Information Design
Santa Rosa Jr. College, Santa Rosa CA / Graphic Design & Communication
Sonoma State University, Rohnert Park CA / Multiple Subjects Teaching Credential
Sonoma State University, Rohnert Park CA / Bachelor of Arts Degree, Pshychology & Dance
Anat Baniel Feldenkrais Training, San Rafael CA / Certified Feldenkrais Practitioner

CONFERENCES & PUBLICATION

UXMatters.com 2016 / Five Best Practions for Becoming a Data-Driven Design Organization - 3 part series
CHI 2001 / Tutorial: Designing Movement in Interactive Multimedia, Making It Meaningful
Studio 2001 / Tutorial: Designing Movement in Interactive Multimedia,
                        Making It Meaningful Presentation: Design Management
AVI 2000 / Tutorial: Designing Movement in Interactive Multimedia, Making It Meaningful
Interfaces journal / Autumn 2000, Designing Movement in Interactive Multimedia
Interact '99 / Tutorial: Designing Movement in Interactive Multimedia, Making It Meaningful
AVI '98 / Demo/ paper presentation: The Craft of Movement in Interaction Design

PERSONAL

Mother of beautiful twin girls, runner, swimmer, cyclist, gardnerer, poetry writer, fund raising
for Tour de Cure to end diabeties, good friend and former dancer.