

# M I C H A E L C A L I N

L E A D / S R . D E S I G N E R

## EXPERIENCE

**EXELON** October 2018 - Present | Baltimore, MD

### **DESIGN LEAD - INNOVATION & GROWTH (2023 - PRESENT)**

Leading design for our Innovation & Growth team. Building 0-1 solutions that focus on improving the customer experience while driving business outcomes.

- Leading a team of designers and overseeing our design practices & processes (defining problem statements, discovery, conducting research, conceiving, high fidelity deliverables, and QA).
- Ensured user-centered problem statements and business goals were the foundation for the vision for our product area.
- Partnered closely with product, engineering, and various stakeholders to define our teams strategy, road map and processes.
- Helping the team to successfully deliver impactful solutions that measurably improve our customer's experience.

### **DESIGN LEAD / SR. DESIGNER - CUSTOMER ONBOARDING (2021 - 2023)**

Led and mentored a team of 3 - 4 multi-disciplinary designers focused on redesigning the onboarding experience for our customers looking to Start, Stop, or Move their utility service.

- Partnered closely with product, engineering, and various stakeholders to create high-quality customer experiences that delivered measurable business impact.
- Leveraged design thinking, user needs, & business goals to help guide the vision for our product area.
- Oversaw the delivery and quality of our teams design processes & outputs from discovery through go-live.

### **PRODUCT DESIGNER (OCT 2018 - MAR 2021)**

Designing an informative 2 sided marketplace experience, connecting utility customers to community solar facilities.

- Responsible for the creation of design deliverables across the end to end product life-cycle. Conducted workshops, research, wireframes, design, user testing, user journeys, and more.

### **BTE LEAD PRODUCT DESIGNER (HEALTHCARE)**

January 2015 - October 2018 | Hanover, MD

Working within a multi-disciplinary team of clinicians and engineers to deliver transformative outcomes for customers that use our rehabilitation equipment.

- Led the design process across a portfolio of software applications.
- Defined a new strategy for building products, highlighting a design led approach to create faster build cycles and save business \$\$\$.
- Introduced design & UX practices to build a more customer centric approach, increase business outcomes, and build superior market products.
- Created the foundation of a design system in order to establish a consistent customer experience across our products.

## SKILLS

### ABOUT ME

Hi,

I'm Michael, I help companies define, design, and deliver the best product experience for their customers.

I'm intentionally curious about the experiences that frustrate and delight the world around me. I believe curiosity leads to knowledge › knowledge leads to solutions › good solutions lead to great experiences › and great experiences lead to delighted customers. I love solving problems and showing how Design can be a key piece to help drive meaningful impact for businesses.

I am passionate about leading teams that inspire the best in people and creating meaningful world class product experiences through design.

On a personal note, I enjoy the outdoors, my 2 dogs, and experimenting with recipes in the kitchen.

### Other Projects

I have also led smaller teams focused on internal efforts such as:

- Building an illustration library
- Creating digital brand guidelines
- Driving efficiencies through process templization
- Helping to build and define our teams outcomes focused approach
- Defining a growth framework for our Design Studio

### STRENGTHS

Problem Solver

Adaptability

Positivity

Continuous Learner

Empathetic Leader

### AWARDS

2019 CIO Award - I Sign Up & Move Journey

2023 Exelon Emerging Leaders Cohort

### OTHER

Baltimore UX Group Organizer

Designed.org Mentor