



Micah Sledge

Product Design Director | micah@micahsledge.com | 615.587.3863

EXPERTISE

| | |
|-----------------------------------------------|------------------------------------------|
| Cross-platform product design | Information architecture |
| Leading design teams | Interface animation and motion design |
| Wireframing and prototyping at all fidelities | Quantitative and qualitative UX research |
| User flows and experience mapping | Branding and identity design |
| Design systems | Figma / Sketch / Adobe CC / Principle |

EMPLOYMENT HISTORY

Senior Director of Product Design; HealthStream | 2022-PRESENT

- Lead a distributed team of product designers to maintain a portfolio of scheduling and staffing applications that equip nurses to influence their schedules and improve their well-being
- Consolidate several inherited brand and application-specific component libraries into a single design system to be iteratively re-deployed across key products in the portfolio
- Improve the capabilities and technical skill of the designers through regular feedback cycles, one-on-one meetings, goal-setting, and personal growth plans

Creative Director; HealthStream | 2020-2021

- Championed the execution of a full corporate rebrand, including the authoring of brand standards for all visual and written content standards
- Managed a team of full-time and contract designers, illustrators, and copywriters to activate the new brand against the creative and marketing needs of the entire organization
- Oversaw the component-based design of HealthStream.com, including the creation of completely new copy and visual assets for hundreds of pages

Creative Director, UX; GS&F | 2017-2020

- Managed the daily workflow and long-term growth and development of the UX team
- Collaborated with creative directors to ensure a consistent multi-channel brand experience
- Concepted, pitched, estimated, and planned new business initiatives and incoming projects
- Communicated the role of UX design to elevate the design maturity of executives and clients, representing UX at the Senior Leadership level and on numerous committees and workstreams

UX Director, GS&F | 2016-2017

- Art directed and executed the foundational assets for interactive web and native apps, including the agency's largest digital accounts, representing \$2MM in annual revenue
- Led junior designers in the execution of complex creative tasks, predominantly involving long-term enterprise applications and clients
- Co-facilitated design thinking workshops with business, marketing, and design stakeholders

Senior UI/UX Designer, redpepper | 2013-2016

Experience Design Lead, LifeWay Christian Resources | 2010-2013

EXPERIENCE WITH

Hand lettering and type design
New business development
Content strategy and writing
Front end web development
Facilitating workshops

NOTABLE CLIENTS

A. O. Smith
Capitol CMG
Carrier
Cracker Barrel
Deloitte
Gatorade
Gimlet Media
H.A.N.G.
HCA Healthcare
HealthStream
LifeWay Christian Resources
LP Building Solutions
NurseGrid
Salata
UT Medical Center
Verizon

EDUCATION

Bachelor of Fine Arts, Summa Cum Laude
Belmont University - Nashville, TN
Design Communications with an emphasis
in Web Development; cumulative GPA: 3.95