

Michael Senkow

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IBM Design Product Designer/Front-End Developer

Austin, TX – July, 2013 to Present

Currently working here, I was part of the first sixty hires that made up IBM's design initiative. I've primarily worked on projects for the Analytics Solutions and Analytics Platform subteams.

- **Worked on projects that became the IBM products Watson Analytics, Social Media Analytics, Cognos BI in the Cloud, MRM, and Information Analyzer**
- **Coding and working on UX Design concepts for the Analytics Platform Design Guide, an interactive style guide and component library used across all of Analytics Platform products**
- Listed on two patent proposals for interaction designs used in Watson Analytics
- Spoke at SXSW on Interaction/Architecture design conjunctions, in 2014
- Spoke at numerous internal talks on Web Animations, SVG work, D3.js visualizations, and overall data-visualization design
- Spoke on the potential and importance of Accessibility in an Internal IBM video
- Created numerous prototypes used for ideation and final playbacks for 6+ IBM Products
- Placed 2nd in an internal Bluemix and Watson (Cognitive Computing APIs) hackathon
- Placed runner-up in a Microsoft Kinect Hackathon working with IBM peers
- Worked with hiring to interview Design/Developers, doing in person and phone interviews, along with portfolio reviews

Apple IS&T User Experience Designer

Cupertino, CA – April, 2012 to July, 2012

This was a summer internship during my Masters program focused around UX Design and Research. There were two internship competition projects, and two primary projects for the Internal Services and Technology.

- **Created mock-ups for a potential Apple meeting room reservation system**
- **Took third in an internal marketing competition that may have turned into App Bundles**
- **Did extensive mock-ups for Accessibility and heuristic analysis for recommendations on how to fix internal applications**
- Created a number of prototypes displaying potential Accessibility fixes
- I worked alongside Steve Cotterill and Sue Booker, creator of the first iOS app and new lead of Siri design respectively
- Had the chance to hear Tim Cook, Jon Ives, and multiple other Apple Execs present in person

University of Michigan, Arch Dept. Graduate Research Assistant

Ann Arbor, MI – 2011 to 2013

This involved a variety of quick tasks for Christian Stayner, a visiting professor and Joshua Bard. I created two websites for Christian to better display his data, modeled and 3D printed a number of buildings for a research display, and aided in construction of displays for his final work. I worked with Josh Bard in the Architecture department to study potentials of robotic manufacturing with plaster application. 3D models were created of potential designs, along with posters, mock-ups of the research, and an Arduino controller for an attachment on the KUKA robot used.

University of Michigan Website Designer

Ann Arbor, MI – 2012

This was a part-time job involving creating a website for a professor in the English department. It involved a few interviews to determine the user requirements and the purchase and set-up of a wordpress theme and site.

University of Michigan

Ann Arbor, MI - 2010 to 2013

School of Information, Master of Science in Information, specialization in Human Computer Interaction

School of Architecture, Master of Science, specialization in Digital Technology
Coursework towards Master Architecture 3G Program, Focus on Digital Fabrication
Cumulative GPA: 3.5/4.0

Michigan Technological University

Houghton, MI - 2004 to 2009

Bachelor of Science, Mechanical Engineering

Bachelor of Science, Scientific & Technical Communication (most of a Jazz Music Minor too)

Cumulative GPA: 3.4/4.0

Finlandia University, Helsinki, FI

Summer Program in Finland and Estonia Studying Railway Freight and Transportation Summer 2008