

# Michael Winningham

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## SENIOR USER EXPERIENCE (UX/UI)

Results-driven UX/UI expert in web and mobile design, with a focus on data analytics, conversion optimization, and next-generation tool development. Proven track record as a problem solver in creative design, cross-functional collaboration, and successful product concept execution. A dedicated leader with excellent interpersonal skills, committed to user-centered design, behavior-informed testing, and continuous improvement through research and experimentation.

Accessibility | A/B Testing | CRO Strategy | Custom Reports and Dashboards | Design Systems | Graphic Design  
Google Analytics 4 (GA4) | Google Tag Manager (GTM) Event Tracking | Looker Studio | Project Management | Behavioral Analytics | Responsive Web Design | User Journey Mapping | Visual Hierarchy

## EXPERIENCE

**SMEDIAWORKS**, San Francisco, CA

**August 2023 – Present**

### Owner / Designer / Developer

Deliver UX/UI design and development for web and mobile clients, focusing on usability, responsive design, and performance. Apply user-centered principles to improve navigation, accessibility, and layout clarity, drawing on experience with analytics, A/B testing, and marketing-driven design.

**CLIF BAR & Co**, Emeryville, CA

**July 2017 – August 2023**

### UX Designer/Architect

Purposeful digital marketing and UX design professional with expertise in website management, analytics, data-driven decision-making, and competence in Google Analytics 4, GTM event tracking, and Looker Studio reporting. Excel in enhancing user experiences, delivering actionable insights to stakeholders, and leading successful GA4 implementations and website redesign and update initiatives through effective collaboration with cross-functional teams for data-driven success.

### GTM User Events Management (US, UK, Germany, and Canada Sites)

- Developed and maintained 100+ user event tags, triggers, and variables, resulting in accurate tracking and comprehensive marketing data collection.
- Managed all over 50 company user, agency, and partner access/permissions within platforms, safeguarding data integrity and privacy.
- Led regular stakeholder meetings, delivery project updates and addressing concerns promptly, ensuring effective communication and achieving 90% project success rate.

### Analytics and Looker Studio Reporting (US, UK, Germany, and Canada Sites)

- Developed and implemented 50+ custom reports and dashboards, increasing data accessibility by 25% for cross-functional teams.
- Managed website property data for Paid Media, enabling real-time ad tracking and contributing to ongoing ROI growth through effective campaign optimization.
- Automated monthly reporting, saving an average of 15 hours monthly.
- Conducted weekly stakeholder reviews, providing comprehensive analytics support, and facilitating performance assessment and improvement.

**Website Navigation Management**

- Executed 30+ ecommerce and brand content updates annually, enhancing the overall user experience by leveraging user engagement data.
- Designed menu items and featured thumbnails, resulting in heightened visual appeal and improved accessibility for users.
- Established a systematic process, meticulously documenting annotated changes, fostering comprehensive record-keeping, and providing a convenient point of reference for future updates and consultations.

**Ecommerce Modal/Pop-up Management**

- Managed a diverse portfolio of 100+ informational pop-ups, tickers, lead capture/newsletter signups, and ecommerce promotional banners for clifbar.com.
- Designed, developed, scheduled, and executed promotions in alignment with campaign timelines and marketing strategies.
- Led weekly stakeholder meetings to facilitate complex modal implementation using targeted rulesets.
- Conducted pre- and post-testing of promotions, documenting findings for analysis and continuous improvement.
- Successfully managed relationships with third-party platform vendors to ensure smooth collaboration and execution of initiatives.

**GA4 Migration (US, UK, Germany, and Canada Sites)**

- Led successful GA4 migration for clifbar.com and 5 international properties, optimizing data tracking and reporting.
- Conducted comprehensive property audits and strategically structured GA4 accounts for enhanced data tracking and reporting.
- Identified, prioritized, and tracked events, recreated conversions, and provided strategic recommendations for improved performance.

**Monster, Inc**, Brisbane, CA**March 2013 – July 2017****Senior Lead UX / UI Designer**

- Redesigned the company website and established global style guides for internal sites, consumer-facing e-commerce, and partner portals. Created templates, landing pages, product pages, and global navigation for the Monster e-commerce site.
- Reduced project meetings by creating interactive prototypes, cutting turnaround time in half.
- Applied user-centered design with customer research, personas, user studies, and e-commerce prototyping, providing design strategy recommendations.
- Achieved a 2x increase in landing page visitor retention and a 350% boost in e-commerce sales conversion.

**EDUCATION****Bachelor of Science, Business & Marketing**

Berry College, Mt. Berry, GA

**Master of Arts, Education / Instructional Technology (Multimedia and Design)**

San Francisco State University, San Francisco, CA