

Rory Carmichael

SENIOR UX LEADER | PRODUCT DESIGNER | BUSINESS ANALYST | CREATIVE DIRECTOR

Professional Summary

Senior UX Leader, Business Analyst, and Creative Director with 15+ years of experience translating complex business needs into intuitive, user-centered digital solutions. Recognized for bridging the gap between business strategy, user experience, and technology while partnering with stakeholders, product owners, developers, and executive leadership to deliver products that drive measurable business value.

Experienced in UX strategy, business analysis, enterprise application design, design systems, user research, and AI-enhanced workflows using Azure AI Foundry and Microsoft Copilot. Combines a strong background in creative direction with deep technical expertise to simplify complexity, improve customer experiences, and deliver innovative solutions through human-centered design.

Employment History

Senior UX Technical Specialist, HCL Tech, Minneapolis, MN

MAR 2014 — JUL 2026

- Lead UX strategy and interaction design for enterprise web and mobile applications, creating intuitive, user-centered experiences that align business objectives with customer needs.
- Partner with product owners, business analysts, developers, solution architects, and executive stakeholders to translate complex business requirements into scalable digital solutions.
- Facilitate discovery sessions, stakeholder workshops, and design reviews to identify user needs, define product requirements, and drive alignment across cross-functional teams.
- Produce user flows, wireframes, interactive prototypes, journey maps, and high-fidelity designs that improve usability, accessibility, and overall product experience.
- Serve as a trusted advisor throughout the Agile product lifecycle, collaborating closely with engineering teams to ensure design intent is successfully implemented.
- Apply Business Analysis principles by gathering requirements, documenting workflows, identifying process improvements, and helping prioritize product backlogs based on business value.
- Leverage Azure AI Foundry, Microsoft Copilot, and generative AI tools to accelerate research, ideation, content creation, documentation, and design workflows while improving team productivity.
- Advocate for human-centered design, accessibility standards, and UX best practices across multidisciplinary teams, helping shape product strategy and long-term design direction.
- Mentor designers and collaborate across departments to establish consistent design patterns, improve cross-team communication, and elevate the overall quality of digital experiences.

Details

Minneapolis, Minnesota 55408
612-990-3236
carmichael81@gmail.com

Skills

- UX Strategy
- Design Systems
- Wireframing and Prototyping
- Requirements Gathering
- Stakeholder Management
- Business Process Analysis
- Agile/Scrum
- Azure AI Foundry
- Microsoft Copilot
- AI Workflow Optimization
- Cross-functional Leadership
- Executive Presentations
- Creative Direction
- Team Leadership
- Human Centered Design
- Strategic Thinking
- Performance Analysis
- Product Prototyping
- Workflow/Process Optimization

Creative Director, Kaskaid Hospitality, Bloomington, MN

OCT 2010 — MAR 2014

- Directed creative strategy and digital experiences across a portfolio of six restaurant brands, ensuring consistent brand identity while tailoring customer experiences to distinct audiences and business goals.
- Led a multidisciplinary creative team responsible for graphic design, web design, web development, photography, digital marketing, and brand communications while fostering a collaborative, high-performing culture.
- Presented creative concepts, campaign strategies, and digital solutions directly to executive leadership, incorporating stakeholder feedback to deliver business-focused outcomes.
- Oversaw the end-to-end creative process—from concept development and art direction to production and implementation—ensuring projects were delivered on time, within budget, and aligned with strategic goals.
- Designed and developed responsive websites, digital marketing assets, and promotional campaigns that enhanced customer engagement across multiple brands.
- Established creative standards and streamlined workflows that improved team efficiency, consistency, and project delivery across simultaneous initiatives.
- Collaborated with cross-functional teams to balance business priorities, customer experience, and brand consistency across both digital and physical touchpoints.
- Mentored designers and creative professionals while building a culture of innovation, accountability, and continuous improvement.

Education

Associate's Degree, Hennepin Technical College, Eden Prairie, MN

AUG 2007 — 2010

References

References available upon request