

Mike Franke

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WORK EXPERIENCE

MicroMass Communications, Inc.

Associate Director of Experience

Associate Creative Director

Senior Art Director

Cary, NC

2020 - present

2017 - 2020

2016 - 2017

- Led multiple teams on behalf of leading Pharmaceutical clients, managing the end-to-end user experience including research, ideation, information architecture, wireframes, mockups, usability testing, and product development.
- Key asset in growing Novo Nordisk account by 30% over the course of four months by utilizing UX workflows, developer collaboration, and building business stakeholder referrals and trust.
- Implemented User Research processes and workflows that uncovered usability issues, influenced our recommendations for improvement, modified user behaviors, and improved NPS scores.
- Infused UX into our business agency-wide through advocating, inspiring, mentoring, and challenging my team and others.
- Quickly adapted our teams to unexpected changes and new data by incorporating agile development methodologies, open communication, and listening.
- Notable clients include: Novo Nordisk, GSK, AstraZeneca, Merck, Johnson & Johnson, and others.

Krash Creative

Creative & Digital Lead

Raleigh, NC

2015-2016

- Built and led Creative Digital Team across user experience, website design, and digital marketing.
- Delivered interdepartmental project oversight with coaching and creative vision consistent with client brands and mission.
- Significantly increased agency revenue by ~20-30%, procuring and maintaining larger client accounts.
- Notable clients included: Planet Fitness, Domtar Personal Care, and others.

JANUS Research Group

Senior Video Editor

Raleigh, NC

2012-2015

- Selected to receive high-level government clearance and conduct work in a Sensitive Compartmented Information Facility.
- Created and developed high-fidelity cinematics and training modules for various government agencies including the US Army and US Intelligence.
- Conducted visual and audio editing, generated motion graphics, and tailored look/feel designs according to detailed project specifications.
- Notable partners included High-Level U.S. Intelligence Agencies, SpaceX, and the US Army.

MFV, Inc.

Director of Multimedia

Cary, NC

2010-2012

- Led multimedia team creative direction and collaborated closely with marketing, PR, and digital content teams to produce leading game products, promotion, and design.
- Supported development team in designing game engine features and systems.
- Worked closely with developers; designing, implementing, testing, and improving a wide variety of technical systems.
- Mastered technical (developer-speak) to business (human-speak) language and translations for leveraging strategies while maintaining clear communication.
- Notable partners included: Marvel, Showtime, Paramount, and others.

SKILLS & INTERESTS

UX Skills: Wireframing, Journey Mapping, Usability Testing & Software, User Flows, Information Architecture, Personas, Prototyping, Web Design, Behavioral Science, A/B Testing, Ideation Session Facilitator, & Data Analysis.

Design Skills: Creative Direction, Agile Methodologies, Human-Centered Design, UI Design, Adobe Creative Suite, Video Editing, Motion Graphics, Presentations, & HTML/CSS.

Interests: I enjoy tackling challenging projects, thinking for the user, and bringing people together. I believe that people always come first and I enjoy amplifying the awesomeness in others. To me, most any problem can be solved with empathy, communication, and collaboration. Outside of work, I am an avid guitar player, high-five giver (pre-covid), and all-around goofball.

AWARDS & ACHIEVEMENTS

- Awarded with the "[Top 40 Under 40 for HealthCare Marketing](#)" by MM&M (top Pharma/HealthCare publication).
- Published UX article on Medium's BootCamp - "[How to improve UX by removing yourself](#)"
- Invited to speak to the Adobe XD Global Strategy Team on the importance of UX and developer relationships with their respective software.
- Google UX Design Professional Certificate
- Created and led an internal User Experience Group within MicroMass to socialize UX concepts, strategies, and thinking.
- Received the Employee of the Quarter Award at JANUS Research Group

EDUCATION

North Carolina State University
Bachelor of Arts in Audio Engineering

Raleigh, NC