

# Michael Derrig

930 Howell Mill RD, Apt 1512, Atlanta, GA 30318

Phone: 401-954-9562

E-mail: [michael@michaelderrig.com](mailto:michael@michaelderrig.com)

## Customer Experience Design / Creative Project Manager

### SUMMARY

A creative thinker that is passionate about delivering excellent products and customer experiences. Leveraged communication skills to efficiently manage projects and provide relevant information to key stakeholders across the globe. With a startup background, able to thrive in dynamic work environments and align to the goals of the company.

### QUALIFICATIONS

- Experienced at connecting customer feedback with operational systems to improve customer satisfaction
- Managed multiple teams simultaneously developing multiple products
- Highly adept at working with cross-functional team structures
- Strategic mindset combining creativity with data driven decision making

### WORK EXPERIENCE

#### Pyramid Consulting (Delta Airlines) – 3 months

Atlanta, GA

January 2020 - April 2020

##### Customer Experience Strategic Planning Analyst III

While on Delta's Customer Experience Integration team, it was my role to own and manage the rollout of a customer centric "Huddle" for every frontline customer facing position at the Atlanta Hartsfield international airport. The integration of customer feedback into daily briefings was already seeing lift in NPS scores and a reduction of customer complaints in less than 3 months of implementation.

- Created Actionable Insight Reports by analyzing a year's worth of data related to each unique position in order to drive relevant results in CX output
- Created daily Customer Experience Guides that were read aloud to thousands of frontline employees every day
- Drove CX strategy for future state Delta Service Credo standards to be implemented across all employees globally
- Assisted with executive reporting to SVPs and above, including real time actionable insight reports related to the outbreak of COVID-19 so that steps could be taken to immediately fill the needs of our customers

#### Owners.com - 1.5 years

Atlanta, GA

2018 - Oct 2018

##### Senior Manager, Customer Experience

Originally focused on connecting customer feedback to corporate processes, this role grew to include running all product marketing initiatives. This included the key company directive to

integrate cross-sell strategies as well as planning, coordinating, and launching the Owners.com Real Estate Bundle, a first in the industry.

- Mapped customer journey complete with real-time conversion data
- Planned and launched the first consumer real estate bundle product in 8 states
- Directly owned Customer Experience Management for the Owners.com business unit
- Improved company NPS score from -1 to 48 through a customer centric approach
- Leveraged OKR framework and Test and Learn philosophy to guide business improvements, including value prop analysis
- Managed relationships with affiliate businesses, including executive reporting

2017 - 2018

### **Head of Gaming and Creative Content**

In this position I led a team of designers, creatives, and writers to produce interesting and engaging training material. Another aspect of this role was leveraging my background to enhance behaviors through gamification, action/reward techniques, as well as visual changes in their user experience.

- Created gamification strategies for real estate agents
- Managed a creative team focused on producing non-traditional training materials
- Added usability enhancements to the Owners.com mobile app
- Nominated for Innovation in Training award at Docebo Inspire
- Produced promotional advertising for Owners.com technology

## **You42 Entertainment / Kiz Studios - 9 years**

Atlanta, GA

2016 - 2017

### **Product Manager / Operations Coordinator**

As Product Manager for the entire You42 Gaming Division, I oversaw the projects of three studios and communicated key updates to the executive staff. This also included the responsibility of maintaining financial relationships with Apple, Google, and Sony Entertainment.

- Created detailed process documentation outlining product development
- Managed revenue and expense tracking, reporting, and invoicing
- Facilitated communication between multiple studios and company divisions
- Assisted with the alpha launch of the You42 Entertainment Platform
- Established user feedback loop to guide product development

2014 - 2016

### **Business Development**

In this key position I managed relationships with external stakeholders, including high net worth investors and third party business partners. I also grew our brand awareness through personally managing public events and partnerships with the local community.

- Lead onsite investor relations, including tours and product demos
- Managed vendor relationship for product translation & oversaw deliverables
- Managed conference exhibitions, including logistics and travel
- Established company functions, charity events, and promoted positive culture
- Represented the company globally at conferences, tech demos, and press events

2012 - 2014

### **Technical Art Director**

The key to this role was bridging communication between cross functional teams in order to push product development. Being able to speak on both technical and artistic terms allowed me to empathize with all stakeholders to ultimately drive efficiency and support.

- Orchestrated pipeline development focusing on artistic and technical efficiency
- Facilitated communication between technical and creative staff
- Assisted developers by coding custom shaders in the CG language

2008 - 2012

### **Lead Lighting & Texturing Artist**

As team lead, I oversaw the planning, organization, and completion of thousands of assets used in the beta launch of Kiz Studios' most ambitious project. I quickly learned the skills of hiring, team management, cross functional leadership, and as such was able to deliver on time and above quality standards.

- Hired and led the 8 member team that created the textures for KizPlanet MMORPG
- Textured and lit assets/environments for cinematics and commercials

## EDUCATION

### **Savannah College of Art and Design**

Savannah, GA

2004 - 2008

#### **Bachelor of Fine Arts - Visual Effects**

- Field of study included 3D Modeling, Compositing, Photography, and Digital Art
- Graduated Cum Laude with a 3.9 GPA
- Awarded Combined Academic & Portfolio Merit Scholarship

## SKILLS

### **Business Skills**

Project Management  
OKR Methodology  
Test and Learn Philosophy  
Self-Starting  
Team Leadership  
Client Relations  
Problem Solving  
Presentations  
Time Management  
Multitasking  
Research & Analysis  
Product Management  
Market Strategy  
Product Marketing  
Resource Planning

### **Digital Skills**

Graphic Design  
Photo Editing  
Video Editing  
Photography  
Videography  
3D Modeling  
Texturing  
Rendering  
Compositing  
Technical Troubleshooting

### **Software Knowledge**

Microsoft Excel  
Microsoft Word  
Microsoft Powerpoint  
Google GSuite  
Lucid Chart  
Slack  
Trello  
Autodesk Maya  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere  
Adobe After Effects  
Unity 3D  
Tableau Analytics  
ProofHQ