

Michael L. Lipman

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PROFESSIONAL SUMMARY

Highly-skilled and driven leader with 20+ years of experience in E-Commerce/Digital Marketing and IT. Developed a foundational understanding of technology and business through 14+ years leading teams focused on user experience, design, conversion rate optimization, UI development, Mobile Apps, and SEO / SEM / Social / Analytics implementation for the principal digital properties of multi-billion dollar private and public organizations. Demonstrated award-winning leadership of 10+ member departmental and cross-functional teams that have delivered omni-channel digital experiences which reduced operational costs and contributed millions of dollars in incremental revenue. Kellogg MBA.

WORK HISTORY

Asurion, LLC Nashville, TN (remote)

2021 - present

Director, E-Commerce Strategy

- Drove a complete content management system migration for the entirety of asurion.com. Led a development team and owned the product backlog that delivered a new visual design, information architecture, and technical infrastructure, along with the conversion of nearly 1000 pages of content in under 6 months. Site now receives 2.4MM sessions/mo., a 50+% increase.
- Established strategic partnerships with user experience, product, SEO, digital marketing, analytics, engineering, and retail executive teams to create a holistic digital experience for customers seeking to engage with Asurion's network of repair locations. Designed an innovative approach to building and maintaining over 11k pages at scale through Contentful to drive organic search traffic.

USCellular Corp. Chicago, IL

2002 - 2021

Senior Manager, E-Commerce Customer Experience, 2016 – 2021

- Led a strategic business and technology transformation of the \$200MM+ E-commerce channel over a multi-year project. Partnered with multiple vendors across three different continents to deliver a fully responsive design across 400+ pages, a new hybrid Mobile App, and a suite of e-commerce functionality integrated with the enterprise CRM system.
- Built the company's inaugural Mobile App on iOS and Android by directing all aspects of production from UX through graphic design and front-end development. Developed a business case and C-suite presentations for uniting the company's website and App with Responsive Design and a single codebase. This innovative UX and technical strategy led to millions in cost savings while delivering on customer expectations across digital channels. 1MM sessions/mo. across all platforms.
- Delivered an all-encompassing bill presentment and payment experience for the company's My Account website by leading all UX, design, and development work streams. This mission critical system generates in excess of 100k monthly transactions netting over \$100MM in monthly payment revenue with millions in cost savings as a result of self-service capabilities.
- Certified Scrum Product Owner in a cross-functional Agile team for all of uscellular.com and the

Mobile App. Infused business knowledge with research into the latest web technologies to build long-term functional and technical roadmaps. Managed the intake of all changes to the digital ecosystem and partnered with multiple areas of the organization to evaluate and assess business priority. Proficient in writing user stories that maximize business benefit while caring for technical and usability concerns.

Manager, E-commerce II, 2013 – 2016

- Led the creation of Mobile E-commerce functionality by overseeing UX, graphic design, and front-end development work. Combined persona research, usability studies, and competitive analysis to design a streamlined telecom purchase process in a mobile-first approach. Leveraged cutting-edge front-end technologies to build the experience in a scalable, modular fashion. Over 60% of all online transactions now flow through the mobile experience, with a high percentage as incremental.
- Partnered with Leo Burnett to build an integrated, omni-channel digital customer experience for an enterprise-level cellular service plan structure change initiative. Assessed the business, technology, and resource impacts and delivered a complete project plan. Led the UX, design, and development efforts, resulting in thousands of monthly lines of service purchased.
- Achieved an 8+% CAGR for sessions and a 10+% CAGR for orders while overseeing strategy and operations for the creation, enhancement and maintenance of all digital experiences across the company's mobile and desktop properties.

Manager, Web Content, 2010 – 2013

- Led the deployment of a Shared Data Plan structure across the E-Commerce ecosystem. Partnered with Razorfish and internal teams to develop the UX and visual design for this shift in the company's cellular service plans. Directed the internal team's coding efforts and personally designed/built a complex custom shopping cart. The site achieved record highs for new customer acquisitions.
- Designed/developed the front-end for all pages (20+) associated with the implementation of current customer shopping on uscellular.com. Worked with customer service and operations to design the UX, defined the functional requirements with Accenture business analysts, and directed the work efforts of a 10+ member Accenture technical team to develop the back-end code. Efforts resulted in 1MM+ net new transactions in the E-commerce channel, thousands of new activations, and annual cost savings of \$1MM+.
- Led the build-out of the company's first mobile website properties. Partnered with Razorfish and Digital Marketing to ensure the proposed experiences synced with complex business rules and brand guidelines. Oversaw the implementation and integration testing of delivered assets into the content management system. The mobile site generated 1MM+ sessions monthly and reduced operational costs by \$500k+ per month with self-service capabilities.
- Delivered a new brand identity across all web properties. Transformed thousands of lines of CSS code and oversaw the construction of a digital brand style guide. Project managed the deployment of new standards to 20+ independent vendor-hosted sites while working closely with Brand leadership.
- Dynamic Excellence Award received in multiple years for business contributions and achieving a superior score on the annual Culture Survey. Less than 4% of leadership received this recognition.

Web Content Manager, 2007 – 2010

- Led a complete site-wide redesign effort, working with Razorfish to integrate business needs into a presentation-layer design while simultaneously building the back-end with Accenture. Hand-coded 200+ static pages using the new technical architecture.
- Created monthly and ad-hoc reports on web metrics, sharing information with all levels and functions within the organization.
- Designed/coded a change to the E-commerce shopping process, increasing daily orders by 2x.
- Managed 100+ domain names within the organization.

Application Programmer II/III, 2002 – 2007

- Served as Lead Developer for the back-end of uscellular.com. Coded bug fixes & enhancements, deployed front-end projects, and ran reports per user request.
- Technical subject matter expert on enterprise-wide Point of Sale and Inventory Control systems. Developed training materials and led product demonstrations for cross-functional audiences.
- Developed technical solutions for project work and resolved existing system issues identified while working with front-line associates.

TECHNICAL SKILLS

- Front-end Web Technologies – HTML5, CSS3, SASS, JavaScript, jQuery, Angular, Ionic, Bootstrap, PhoneGap/Cordova
- Back-end Web Technologies – NodeJS + Express, PHP, MongoDB (NoSQL), MySQL, Redis
- Other Skills/Technologies – Contentful, Optimize 360, Adobe Experience Manager, Adobe Target, Responsive Web Design, Accessibility compliance (WCAG), Agile/Scrum (CSPO), SEO, SEM, ATG (E-commerce platform), Web Analytics (Google Analytics, GTM), Git/BitBucket, JIRA, Sublime Text, VS Code, Axure, Photoshop, DigitalOcean, iOS/Android App Management

EDUCATION

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY

Evanston/Chicago, IL

Master of Business Administration with Distinction, 2009

- Marketing and Finance concentrations.
- One of 8 in a graduating class of 1,000+ to achieve a 4.0 GPA; Dean's List.
- Winner, Jane Robertson Memorial Academic Excellence Award.

UNIVERSITY OF ILLINOIS

Urbana-Champaign, IL

Bachelor of Science in Computer Science, 2002

- Graduated with Highest Honors; Dean's List; GPA: 3.81/4.00.
- Marketing Application Sequence (4-course focus outside of Engineering curriculum)