

MICHAEL SUEOKA

Director of Product & User Experience Design

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Director of Product & UX • Gimbal

2015 – Present

I work with the CTO and CPO to oversee the user experience for all products and grew the company's largest line of revenue from \$0 to \$16M.

Product Lead • Iteration Group

2013 – 2015

I led product design and product management for client products, which included managing internal and external engineering and design teams.

Lead UX Designer • JLR Interactive

2012 – 2015

I worked in tandem with Jaime Levy and was a contributor to her best selling book, UX Strategy. We serviced large international agencies to newly funded startups.

President • Suey Creative

2010 – 2014

I founded and ran an entertainment design agency and focused efforts on overseeing / hiring designers, business development, and project management.

Co-Founder & COO • FreshRankings

2008 – 2013

I founded and ran an Internet marketing company and grew to 8 employees. We focused on optimizing the conversion funnel for INC.500 companies.

EDUCATION

2007 University of California Irvine - Economics

EXTRACURRICULAR

2018 Tomodachi Mitsui & Co. Leadership Program

1 of 10 delegates to travel to each other's country for one week to engage as a group and meet with established and up-and-coming leaders from business and

2017 United States Japan Council

1 of 12 delegates to help bridge the relationship and foster innovation between the United States and Japan.

Lean UX Apprenticeship with Jaime Levy

Selected as 1 of 8 apprentices across Los Angeles to participate in a Lean UX Apprenticeship for Tradeya.com Beta. I was the only apprentice retained full-time.

Guest UX Lecturer: Long Beach State University

I implemented UX Design best practices into Sunook Park's Brand Identity program at California State University - Long Beach.

2013 HUGE: Web Development Intensive at SXSW

I participated as 1 of 20 in a four-day workshop for Front-End Development for SXSW.



NOTABLE AWARDS

Inc. 500 - #66 Fastest Growing Private Company in America

Gimbal was added to the Inc. 500 list as one of the country's fastest growing privately held companies of 2017.

Deloitte Fast 500 - #34 Fastest Growing Private Company in America

Gimbal was number 34 on Deloitte's Technology Fast 500™, a ranking of the growing tech, media, telecom, life science, and energy in North America.

LA Business Journal – 2016 Fastest Growing Technology Company

The Mobile Majority was the Fastest Growing Technology Company in Los Angeles. We grew 4,573% over a three-year period.

UXies - 2015 User Experience Award for People's Choice

Received the most votes out of any participant and had the highest rating of 4.69 out of 5. Contestants included Google, SAP, Mailchimp, Volkswagen and more.

NOTABLE PROJECTS

Grindr – #1 Paid Social Networkng App In The World

With 10M+ downloads and 5M+ active users, the challenge was to enhance the onboarding experience while keeping in mind legacy users' learned behaviors.

HCHB – Revamp The Largest Hospice Software in the USA

We revamped over 33,000 screens into 7 modular components for power users while also taking into consideration federal regulations.

Entertainment Arts' Minion Rush – DCN Integration

With over 1.1M+ daily active users the challenge was to integrate a DCN seamlessly while ensuring a minimal app download size.

Honda Powersports – Explorations for a Virtual Garage

We designed a technologically complex and highly personalized virtual garage experience that was triggered by offline and in-person experiences.

DivX – CES Launch

As one of the largest distributors and licensors of digital video technologies, we were tasked with integrate new content for B2B suitors at CES.

Ohio State University – The James Cancer Hospital

OSU had to enhance their cancer hospital website to better service their current patients, future patients, and doctors. The challenge was presenting a vast amount of information, in an appropriate manner, based on strict and complex requirements from the university and medical boards.

NOTABLE CONTRIBUTIONS

UX Strategy Published by O'Reilly

Jaime Levy's book teaches how to implement UX with the right balance between business goals and the end user's validated needs. I worked with Levy to devise and execute the projects used as a foundation for the book.

InVision Blog

InVision has over 3 million blog subscribers and is the leading prototype software in the tech community. I provide industry knowledge and thought leadership ranging from the best practices to product design processes.