

MICHAEL CAWCUTT

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PROFESSIONAL SUMMARY

Senior design executive with 20+ years leading product design, UX research, and service design across complex, regulated industries: healthcare, financial services, and retail. Currently Senior Director of Product Design, UX at Medical Solutions, leading a 12-person design and research organization across a healthcare ecosystem serving clinicians, health systems, recruiters, and internal teams. Builds the systems that make great product development repeatable: embedding Continuous Discovery, scaling research participation 1,600%+, and establishing design governance, competency frameworks, and WCAG-compliant design systems that connect design decisions to measurable outcomes, including moving clinician-facing app ratings from 2.2 to 4.9 (App Store) and 2.7 to 4.8 (Google Play). Career spans work with Mayo Clinic, UnitedHealth Group, Optum, Nebraska Medicine, Children's Hospital, TD Ameritrade, Best Buy, Target, American Express, Phillips 66, and Bosch. That experience shaped a consistent approach: understand the system, stay close to the customer, and connect design decisions to meaningful outcomes for the people who depend on them.

Drawn to healthcare design because the work carries real consequences for people's lives, including their access to mental and behavioral health care, with a belief that design's purpose is to understand and solve meaningful human and clinical problems, not simply produce polished interfaces.

CORE COMPETENCIES

Design Leadership: UX & Product Design Leadership, Service Design, Design Governance, Competency Frameworks & Career Pathways, Cross-Functional Leadership, Human-Centered Design (HCD)

Research & Discovery: Product Discovery & Experimentation, UX Research & Insight Operations, Usability Testing & A/B Testing, Clinical & Lab Workflow Optimization

Systems & Craft: Design Systems & Pattern Libraries, Wireframes & High-Fidelity Prototypes, AI-Driven & Rapid Prototyping, Accessibility & WCAG Compliance, Inclusive, Equity-Centered Design

Tools: Figma, Miro, Sketch, Zeplin, Fullstory, Pendo

EXPERIENCE

Sr. Director, Product Design & UX, Medical Solutions 2024 – Present

Leads a 12-person multidisciplinary product design and research organization across a complex, regulated healthcare ecosystem serving clinicians, health systems, recruiters, and internal teams.

- Elevated clinician-facing app ratings from 2.2 to 4.9 (Apple App Store) and 2.7 to 4.8 (Google Play) by directing improvements across the end-to-end clinician journey, from application through onboarding to ongoing use.
- Scaled the design organization from 3 to 12 people, including 6 direct reports, 2 of them people managers leading their own teams, and established design governance standards, competency frameworks, and career pathways across the org.
- Lifted application conversion 8%, cut onboarding time 18%, and reduced clinician time-to-hire 10% by leading design-driven redesigns of the application, onboarding, and matching experience.
- Grew customer research participation over 1,600% by embedding a Continuous Discovery operating model and cross-functional product triads across Product, Design, and Engineering.
- Built a unified research infrastructure, connecting interviews, behavioral analytics, session video, and AI-assisted synthesis, cutting time-to-insight from weeks (in some cases months) to hours and making customer evidence instantly searchable across teams.
- Cut typical discovery-to-prototype turnaround from 5 to 8 hours down to under 30 minutes by introducing AI-assisted workflows across discovery, synthesis, and prototyping while preserving rigorous human review.

Director, Product Design & UX, Medical Solutions 2022 – 2024

- Cut job post-to-fill time from days to minutes by leading a user-centered redesign of self-service clinician and recruiter interfaces.

- Scaled the UX team 233% by recruiting and mentoring designers in rapid prototyping, experimentation, and analytics-driven iteration.
- Aligned clinician-facing tools with partner requirements across a network of 4,000+ healthcare facilities by leading a cross-platform UX strategy and rebranding effort.
- Achieved an 82% task completion rate for clinician timesheets and 79% for the full application by applying usability testing and behavioral analytics (Pendo, Fullstory) to validate and optimize clinical and staffing workflows.

Lead & Manager, UX, Fusion Medical 2019 – 2022

- Slashed applicant submission time by 5+ minutes, driving a 4x increase in conversions, by designing and prototyping streamlined, mobile-first clinician-facing tools.
- Built the company's UX function from the ground up, growing the team 600% and establishing its first design system and accessibility standards.
- Embedded rapid prototyping and usability testing into every product cycle, using Fullstory analytics to drive data-informed design decisions and shorten workflow iteration time by 30%.

Manager, UX, Hayneedle (Walmart) 2018 – 2019

- Generated \$4M+ in launch revenue by leading UX design for the MoDRN and Drew Barrymore Flower Home product line launches.
- Unified design standards across a 9-person team by establishing a shared design system, prototyping process, and wireframe library.
- Lifted Net Promoter Score by 7 points by directing usability testing and analytics-driven design optimization across the e-commerce experience.

Earlier Career, Mayo Clinic (Center for Innovation), space150, Bailey Lauerman, InfoGroup, DAAKE, Wunderman, Red Circle, MBI, SCOUT Media 2003 – 2018

- Reduced clinical staff workload 20% at Mayo Clinic's Center for Innovation by co-designing the SmartSpace clinical platform and ICU/surgical dashboards directly with physicians.
- Directed UX strategy for UnitedHealth Group and Optum patient portals at space150, delivering ADA/WCAG-compliant prototypes and user flows across enterprise healthcare products.
- Led UX and interactive design across financial services and retail for organizations including TD Ameritrade, Phillips 66, and Nebraska Medicine.

EDUCATION & CERTIFICATIONS

- M.S., User Experience Design, Kent State University
- B.F.A., Graphic Design, University of Wisconsin–Stout
- UX Certification (HCD & Research), Nielsen Norman Group