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Profile

I help companies and organizations discover what their end users really need and plan ways to balance these findings with their business goals and the technological opportunities available to form a cohesive and engaging experience.

Experience

ThinkXD LLC
Grand Rapids, MI

Owner, User Experience Designer
Feb 2008 – Present

ThinkXD is a user experience design consultancy that seeks to define insights through human centered design methods as a foundation for exploration of coherent architectures and meaningful interactions for mobile and web applications, products and systems.

Knoware
Grand Rapids, MI

Solution Architect, Interaction Designer
Jan 2005 – Feb 2008

Responsible for the visualization and coherence of a product's behavior by researching users and defining UI design models. Managed projects of varying complexity involving our internal team and at times external resources in a client-facing role.

Square One Design
Grand Rapids, MI

Project Leader, Interactive Designer
Mar 1998 – Jan 2005

Worked closely with the team and clients to manage, research, design and build web sites, interactive presentations, tradeshow displays, identities, packaging and signage.

Trillion Post Production
Grand Rapids, MI

Senior Designer
Jul 1991 – Mar 1998

Involved in a wide array of communication design projects creating storyboards, motion graphics and 3D animation to support post production editing of promotional and instructional video and multimedia.

Education

Carnegie Mellon University
Pittsburgh, PA

BFA Industrial Design with University Honors
Class of 1991

Professional Skills

UX Design for Products/Web/Touch/Spaces

- User Interviewing, research and testing
- Design strategy
- Interaction Design
- Information Architecture
- Concept Development
- Experience mapping, task flows, personas
- Wireframes, prototyping

Harmonious, multi-disciplinary team coordination

Project Management, communications

Visual problem solving, presentations

Web and App design Mac/PC/mobile OS

Extensive design software proficiency

Drawing, illustration and 3D prototype development

2D/3D Animation, modeling and motion graphics

Video production and editing

DSLR and time-lapse photography

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Activities

MidwestUX 2013 | Co-Organizer
www.midwestuxconference.com | 2013

UX design conference in it's third year to be hosted in Grand Rapids , MI

TEDxGrandRapids 2011/12/13 | Design Team Leader
www.tedxgrandrapids.org | Oct 2010 – Present

Coordination of visual and digital design for a renowned TEDx event with world-class speakers
TEDxGR 2012 design: tedxgrandrapids.org/the-design-of-tedxgrandrapids-2012

SiTE:LAB | Technology Coordinator
site-lab.org | Sep 2010 – Present

Coordination of public engagement experiences (Kiosks, Kinect, apps) for site-specific art exhibitions held 2-3 times per year in Grand Rapids. SiTE:LAB won ArtPrize jury award best venue for 2011, 2012

IxDA Grand Rapids | Co-Leader
www.tedxgrandrapids.org | 2010 – Present

ACTIVESITE | artspace | Member of Collaborative
activesite.org | May 2009 – Oct 2009

A Top 75 ArtPrize 2009 Entry. My work with Augmented Reality and Motion Tracking profiled:
www.rapidgrowthmedia.com/features/091709arttech.aspx

MichiganXD | Founding Member
Michiganxd.com | 2009 – 2010

Grand Rapids Adobe User Group focused on UX methods

Momentum | Mentor and UX Advisor
Momentum-mi.com | 2009, 2010, 2011

Seed accelerator for new technology start ups

Speaking

User Interface-Keeping People at the Center of Your Design
User Research Workshop | Grand Rapids, MI | Jun 6, 2011

Reshaping West Michigan as an Innovation Hub
AimWest Panel | Grand Rapids, MI | Apr 20, 2011

Interaction '11 Recap
IxDA Grand Rapids Panel | Grand Rapids, MI | Apr 28, 2011

All Hands on Deck – How ID and IxD Together Can Shape the User Experience
IDSA Mid East District Conference | Grand Rapids, MI | May 1, 2010
idsa.org/content/content1/grant-carmichael-id-ixd-collaborating-shape-ux

Interaction Design Insights
Momentum Speaker Dinner | Holland MI | Jun 25, 2009
momentum-mi.com/blog/entry/the-user-experience/

Cooper's Goal Directed Design
MichiganXD | Grand Rapids, MI | Feb 10, 2009

Industry Conferences Attended

IA Summit 2014
World IA Day Ann Arbor 2014
MidwestUX 2012 | Columbus
IxDA Interaction 2009-11, 2013
Adaptive Path UX Intensive Chicago Spring 2007
Adobe Max 2006 and 2007

Portfolio provided upon request

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References

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