

# MICHAEL BUSTILLOS

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**DESIGN PROFESSIONAL** with 25+ years leading UX strategy and experience innovation for Fortune 500 enterprises. Proven track record building and scaling high-performing design practices, transforming organizations with Design Thinking, and delivering measurable business impact. Expert in enterprise UX, AI-enabled experience strategy, research-driven product development, and leadership development. Passionate about building customer-centric cultures and elevating UX as a strategic business function.

## CORE STRENGTHS

- UX & Experience Strategy
- Design Leadership & Org Scaling
- Practice Growth & Optimization
- Enterprise Design Thinking
- Research-Led Product Innovation
- Talent & Leadership Development

## EDUCATION & CERTIFICATION

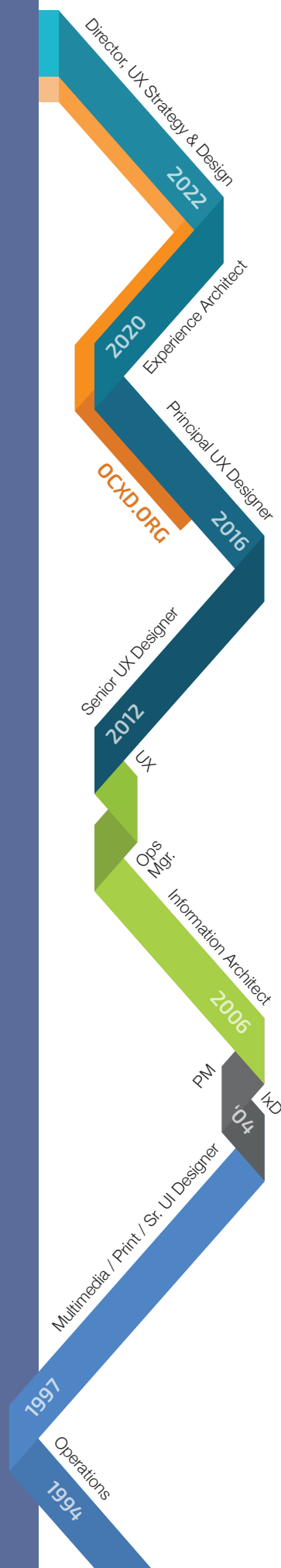
- BFA, Graphic Design – CSUF
- AA, Advertising & Multimedia – Fullerton College
- Human Factors International
- IBM Enterprise Design Thinking

## SELECT CLIENTS & INDUSTRIES

- Disney, Hyundai, AMN Healthcare, Assurant, Word & Brown
- Healthcare, Automotive, Insurance, Finance, Manufacturing, Construction, eCommerce

## COMMUNITY ENGAGEMENT

- Founder and Speaker, OCXD.org
- CSUF Job Shadow Program
- UCI Employer Panel Speaker
- Orange County School of the Arts (OCSA) Mentor



## EXPERIENCE

### Neudesic, an IBM Company

2012–Present

#### Director, UX Strategy & Design

Lead Neudesic's 2nd largest UX practice nationwide, responsible for vision, delivery, organization design, and revenue growth. Oversee design research, strategy, and execution for major clients while building a scalable practice that delivers measurable business outcomes and develops the next generation of UX leaders.

#### Leadership & Business Impact

- Grew the UX practice 500% in three years, contributing regional revenue growth with 3x higher margin than adjacent practices
- Built and scaled a global team of 18+ UX consultants for Neudesic's largest enterprise client
- Developed staffing and delivery model that increased practice profitability and delivery consistency
- Led UX strategy, research, and experience vision initiatives driving multi-million-dollar programs
- Defined an AI-Powered User Research CoE to support enterprise-level research operations

#### Organizational Design & Culture Leadership

- Built leadership pipeline through mentorship, career pathing, and talent development
- Implemented scalable design critique, training frameworks, and a national mentorship program
- Led Design Thinking and UX of AI adoption across regional leadership, delivery, and sales teams

### Acer/Gateway

2006–2012

#### Optimizing Experience & Operations

- Led UX strategy, design, and web operations for ecommerce and support experiences
- Established UX standards and systematized design processes during modernization
- Designed and optimized online purchasing experiences increasing conversion rates by 20%
- Managed content operations and UX improvements across global sites

### Oversee.net

20004–2006

#### Driving Revenue

Designed revenue-generating online experiences for digital advertising and lead-generation products.

### Ingram Micro

1994–2004

#### Design + Usability to Increase Sales

Responsible for UI design, information architecture, and multimedia experience development for early digital products, the company's first eCommerce site, and operational systems. Proactively developed a system to track inbound shipments to reduce waiting time and decrease critical sales lead time significantly. My system was shared globally to become the standard tool and process for the world's largest technology distribution company.