

Michael Foley

UX Designer & Digital Strategist
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PROFESSIONAL SUMMARY

Results-driven UX/UI Designer and Digital Strategist with 20+ years of experience creating compelling, user-centered digital experiences across email, mobile, web, and print. Proven track record of building and managing design systems, leading cross-functional collaboration, and delivering brand-consistent work at scale for major financial brands. Proficient across the full Adobe Creative Suite, Figma, and a wide range of modern UX and production tools.

WORK EXPERIENCE

UX/UI Designer | Santander Consumer USA

March 2019 – Present

- Design and develop email marketing across multiple brands, combining traditional design methods with modern user experience trends to drive engagement.
- Create and manage a design system for email communications for Chrysler Capital, ensuring brand consistency and scalable production.
- Onboard multiple new email design and development tools to keep design and functionality current and innovative.
- Ensure cohesive, on-brand visual experiences across all mediums—from individual assets to fully integrated campaigns.
- Partner in the implementation of cross-channel projects spanning print, web, and social media as needed.

Mobile Marketing Coordinator | Santander Consumer USA

October 2015 – March 2019

- Managed a team of developers and designers to deliver multiple mobile apps across several corporate brands.
- Implemented systems enabling more fluid input and communication on complex projects between multiple teams in a large corporate environment.
- Managed and delivered internal event apps for annual conferences, enabling cost savings and providing more up-to-date information and group connectivity.

Freelance Designer & Production Manager | Self-Employed

April 2006– Present

- Providing marketing design, production, and coordination services across a range of clients, including ESPN and The American Heart Association, as well as a variety of non-profits and small businesses.

TOOLS & TECHNICAL SKILLS

Design Tools: Adobe Photoshop, Illustrator, InDesign, XD, Dreamweaver, After Effects; Figma, Sketch, InVision, MJML, Final Cut Pro, Motion, Premiere Pro

Web: HTML, CSS

Core Skills: Analytical thinking and planning, attention to detail, organization and prioritization, facilitation and training, project management, strong verbal and interpersonal communication, problem analysis and resolution

EDUCATION & CERTIFICATIONS

Journalism & Marketing — Del Mar College

Apple Certifications — Final Cut Pro 5, Motion 2, DVD Studio Pro 4, Shake

References available upon request