



Creating meaningful experiences through design

I am a multidisciplinary designer that passionately believes human-centered design creates meaningful products and services. With a strong foundation in visual design, web technology, and best practices, I develop solutions and experiences that solve complex business problems.

Experience Design Lead

PEAPOD DIGITAL LABS / CHICAGO, IL / 2020-PRESENT

Lead and innovate the design experience of multiple business-facing applications for the second largest grocer in the U.S. Drive the development and implementation of one primary design system from scratch for all apps to utilize. Collaborate with UX researchers, writers, product managers, business analysts, and engineering teams to deliver user-centered solutions that produce tangible results.

Creative & UX/UI Director

ATI / CHICAGO, IL / 2017-2020

Directed the design experience of all digital products and solutions developed by ATI, a midwest venture/development firm. Accountable for the direct, material impact of software applications targeting a variety of industries, including private equity, healthcare, and real estate. Utilized my vast experience to keep all applications at the forefront of modern usability across multiple platforms. Managed a small design team consisting of UX/UI designers and researchers.

Senior UX/UI Designer

VENNLI / CHICAGO, IL / 2014-2017

Designed the end-user interface and experience for a SaaS web application providing business leaders such as BMW, LinkedIn, and Dunkin' Donuts a platform for developing and implementing growth-oriented strategy. This included product and feature development, procedural flow, and interaction design in an agile environment, using responsive and mobile-first methodologies.

Interactive Designer

Q INTERACTIVE / CHICAGO, IL / 2012-2013

Managed and designed digital marketing initiatives for clients such as Kellogg's, R.J. Reynolds, and Overstock.com including websites, microsites, landing pages, case studies, infographics, and banner ads.

MICK BOCKSTRUCK

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ACHIEVEMENTS

Completely overhauled the design of two Peapod Digital Labs legacy applications that decreased their online grocery order fulfillment time by over 300%, allowing for a 26% increase of daily orders.

2016 Drum Design Awards finalist in the Best App Design category for Vennli.

Championed a digital marketing campaign experience for LendingTree increasing click-through rate by more than 900% in 3 months.

Board member and Marketing Chair for One Hope United Auxiliary Board, 2011-2014; directed online fundraising campaigns increasing donations by 35% each year.

SKILLS

UX Design

Interaction Design

UI Design

Creative Direction

Design Research

User Testing

Visual Design

Brand Identity

TOOLS

Sketch

Adobe XD

InVision/DSM

InVision Studio

Photoshop

Illustrator

InDesign

HTML/CSS

EDUCATION

Eastern Illinois University
BFA in Graphic Design / 1995-1999

