

MICK BOCKSTRUCK

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BIO

Experience Design leader turning complex systems into intuitive, scalable experiences. 20+ years leading design across restaurant technology, enterprise platforms, retail, and SaaS, connecting human-centered design with product strategy and measurable outcomes.

LEADERSHIP & EXPERTISE

- Experience Strategy
- Design Leadership
- Product Strategy
- Systems Thinking
- Enterprise UX
- UX Research
- Design Systems
- Inclusive Design
- Cross-Functional Leadership
- Coaching & Mentorship

EDUCATION



BFA, Graphic Design
Eastern Illinois University

EXPERIENCE

SR. MANAGER, EXPERIENCE DESIGN

MCDONALD'S | CHICAGO | 2025–PRESENT

Lead Experience Design across restaurant technology, partnering with Product, Engineering, Operations, Research, Content, and markets to translate complex operational needs into intuitive, scalable experiences for restaurant crew and managers.

- Lead Experience Design for Sesame UX, shaping strategy and design direction for the modernization of McDonald's global point-of-sale experience and its interconnected restaurant technology ecosystem.
- Connect restaurant experiences with the enterprise systems and configuration that power them, establishing scalable patterns across menu structures, configuration, content, localization, and market requirements.
- Champion a global, human-centered approach to product strategy, influencing leaders across Product, Engineering, Operations, Segments, and markets to align around restaurant needs, business priorities, and technical constraints from discovery through delivery.
- Shape product priorities through research and measurable outcomes, translating restaurant observation, crew feedback, usability studies, and operational insights into product decisions, roadmap priorities, and post-launch improvements.
- Develop design talent and grow team ownership, setting direction, coaching designers, and fostering accountability and collaboration across cross-functional product teams.

SR. MANAGER, EXPERIENCE DESIGN

AHOLD DELHAIZE USA | CHICAGO | 2020–2025

Led employee experience across digital fulfillment products, partnering with Product, Engineering, Research, Analytics, and Operations.

- Modernized the primary order-management platform, reducing fulfillment time 12% and increasing daily order capacity 7%.
- Optimized mobile fulfillment experiences, reducing grocery picking time 8%, and led the creation of a unified design system meeting WCAG 2.1 AA accessibility standards.

CREATIVE & UX/UI DIRECTOR

ATI | CHICAGO | 2017–2020

- Led UX strategy and a multidisciplinary design team delivering digital products across healthcare, private equity, education, and other industries.

SENIOR UX/UI DESIGNER

VENNLI | CHICAGO | 2014–2017

- Designed an enterprise SaaS platform used by Fortune 500 organizations; finalist for the 2016 Drum Design Awards, Best App Design.

INTERACTIVE DESIGNER

Q INTERACTIVE | CHICAGO | 2012–2013

- Designed digital experiences for national brands including Kellogg's, Overstock.com, and LendingTree.