

# Mike Rivera

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I lead teams to define, plan, and produce intuitive and impactful web experiences through research, information architecture, editorial design, and a user centric ethos.

## Focus Areas

- Strategy
- Information Architecture
- Systems Thinking
- Jobs to be Done
- Iterative User Testing
- User-Centered Design

## Experience

### Senior Designer | Workday

Denver, CO | 2021-2024

- Redesigned Workday's ecosystem wide IA structure to improve findability, its #1 experience problem.
- Created a navigational system atop the IA to enable confident and efficient movement through the site.

### Design Manager | Workday

Pleasanton, CA | 2017-2021

- Managed a staff of four designers.
- Supported Workforce & Pay product areas, Workday's largest revenue generators.

### Principal UX Designer | Pivotal

San Francisco, CA | 2016-2017

- Brought research rigor into Pivotal's platform-as-a-service product division, Cloud Foundry.
- Researched and designed Metrics, a feature set to measure Cloud Foundry's health and performance.

### Director of UX | Slice of Lime

Denver, CO | 2012-2016

- Established and cultivated the UX practice from the ground up, crafting robust processes, identifying skills to add through hiring, and helping transform the company into a full service user experience firm.
- Pioneered the integration of research as a fundamental component of all client engagements, elevating its status to a core competency and resulting in client, revenue, and staff growth.
- Collaborated closely with multidisciplinary teams of researchers, interaction designers, and visual designers to deliver strategic business recommendations, customer insights, and design direction for clients like Google, Medtronic, Allegion (Schlage), Healthgrades, and incubators TechStars and Nike+ Accelerator.

### Social Media Manager | University of Denver

Denver, CO | 2008-2012

- Oversaw the university's brand presence across flagship social media platforms, ensuring cohesive messaging and engagement.
- Initiated and managed an operational effectiveness program, conducting bi-weekly campus-wide training sessions aimed at fostering community engagement and knowledge sharing.
- Led comprehensive community management efforts, content creation, scheduling, and seamless collaboration with marketing, public relations, and other campus divisions.

**Senior Web Designer | Slice of Lime**, Denver, CO

**Information Architect | SpireMedia**, Denver, CO

**UX Designer | Denver Museum of Nature & Science**, Denver, CO

## Education

**Executive MBA** | University of Denver    **BS Advertising** | University of Colorado