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Michael Rawlins 

Director, User Experience at Open Solutions  
Hartford, Connecticut Area | Computer Software



Current	<ul style="list-style-type: none"> <li>• <b>Professor at Manchester Community College</b></li> <li>• <b>President at Connecticut Chapter of the Usability Professionals Association (CTUPA)</b></li> <li>• <b>Director, User Experience at Open Solutions</b></li> </ul>
Past	<ul style="list-style-type: none"> <li>• Director, eBusiness at MassMutual Financial Group</li> <li>• Creative Director at Tallan Inc</li> <li>• Web Creative Director at The Hartford</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Hobart and William Smith Colleges</li> </ul>
Recommendations	17 people have recommended Michael
Connections	<b>500+</b> connections
Websites	<ul style="list-style-type: none"> <li>• <a href="#">Company Website</a></li> <li>• <a href="#">Personal Website</a></li> </ul>
Twitter	<a href="#">michaelrawlins</a>
Public Profile	<a href="http://www.linkedin.com/in/rawlins">http://www.linkedin.com/in/rawlins</a>

[see all...](#)

[Suggest a profile update for Michael.](#)

## Summary

Director of User Experience - (Certified Usability Analyst):

A proven leader in analyzing the marketplace, products and growth opportunities. Combines strategic and tactical solutions resulting in new product implementations, additional customers and increased growth for companies such as Open Solutions, MassMutual, The Hartford and Aetna. Guides the strategic vision for corporate products (design, look and feel and human interaction). Governs all cross-functional user-centered design activities, and validate end user experiences through formal usability testing. Excellent oral and written communication skills. Ability to design and implement sophisticated information architecture and manage online brand requirements.

New Releases:

-  [http://www.opensolutions.com/newsletter/vol21/banking/usability\\_central.html](http://www.opensolutions.com/newsletter/vol21/banking/usability_central.html)
-  [http://www.opensolutions.com/newsletter/vol20/banking/usability\\_central.html](http://www.opensolutions.com/newsletter/vol20/banking/usability_central.html)
-  [http://www.opensolutions.com/newsletter/vol19/banking/usability\\_central.html](http://www.opensolutions.com/newsletter/vol19/banking/usability_central.html)
-  [http://www.opensolutions.com/news/9-18-08usability\\_lab\\_release.htm](http://www.opensolutions.com/news/9-18-08usability_lab_release.htm)
-  <http://www.opensolutions.com/newsletter/vol16/cu/usability.htm>
-  <http://www.opensolutions.com/newsletter/vol17/cu/usability.htm>
-  <http://www.opensolutions.com/newsletter/vol18/cu/usability.htm>

Recent Presentations:

-  Why Usability & UX Matters - CT State Librarian Roundtable (Spring 2010)
-  Careers in Technology - GHAMAS Career Day (Spring 2010)

-  Why User Centered Design and Usability Matters - Bankworld Conference (Spring 2010)
-  Why User Centered Design and Usability Matters (Fall 2009)
-  Social Media 101 - SNECPMI (Summer 2009)
-  Social Media (panelist) - CT CIO Forum (Summer 2009)
-  Wireframe Prototypes - CUA Forum Open Solutions (Spring 2009)
-  Design Principles - CUA Forum Open Solutions (Summer 2009)
-  Expert Reviews - Using VIMM Model - CT UPA (Summer 2009)

Usability Professionals Association:

-  The Politics of Usability (panelist - 2008) - Baltimore, Maryland

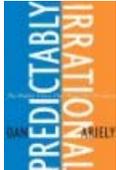
### Specialties

- User interface design
- Information architecture
- Usability testing
- Social Networking Business Strategy

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## Reading List by Amazon

### ReadingList by

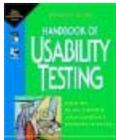


#### **Predictably Irrational: The Hidden Forces That Shape Our Decisions**

by Dan Ariely

[See this book on Amazon »](#)

Michael has read this book



#### **Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (Wiley Technical Communications Library)**

by Jeffrey Rubin

[See this book on Amazon »](#)

Michael wants to read this book

[See all books on Michael's list \(48\)](#)

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[Update your list](#)

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## Events

## [CT UPA July 22nd Meeting - Website Design Slam](#)

Jul 22, 2010

Date:

Thu. July 22 to Thu. July 22, 2010

Location

Open Solutions, Glastonbury, CT, US

RSVPs

[8 attended](#) | Michael attended

## [May Chapter Meeting: Connecticut Usability Professionals](#)

May 20, 2010

Date:

Thu. May 20 to Thu. May 20, 2010

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### SlideShare Presentations



- [Ct UPA April 2009 Newsletter](#) 1 year ago



- [Why User Experience Matters](#) 5 months ago

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### Experience

#### **Professor**

##### **[Manchester Community College](#)**

Educational Institution; Higher Education industry

March 2009 – Present (1 year 9 months)

Teaching:

- User Centered Design
- Social Networking: Strategies to Best Use Virtual Communities/Social Media

#### **President**

### Connecticut Chapter of the Usability Professionals Association (CTUPA)

Computer Software industry  
August 2008 – Present (2 years 4 months)

[www.ctupa.org](http://www.ctupa.org)

The Connecticut Chapter of the Usability Professionals Association (CTUPA) is one of the newer chapters of UPA. We provide an international network through which usability professionals can share information about the techniques and methodologies in the profession. We create an inclusive community for those interested in usability, whether it is their primary focus or a related discipline. CTUPA inspires change to product development processes -- to include a concern for the people who use them by presenting the business case for usability in product development to colleagues, customers, the public and governmental agencies. We are dedicated to increase the body of knowledge about usability and user-centered design through professional education, meetings and conventions and other professional interchanges.

### Director, User Experience

#### Open Solutions

Privately Held; Computer Software industry  
May 2006 – Present (4 years 7 months)

Leading a user-centered design practice to support a fully featured strategic product platform that integrates core data processing applications built on an Oracle database, with Internet banking, cash management, CRM/business intelligence, financial accounting tools, digital document, IVR, network services, Web hosting, and payment and loan origination solutions. Interacts with all levels of internal management (domestic and offshore), as well as clients and prospects in the sales cycle. Responsible for leading design initiatives for the entire retail software product portfolio for domestic and international commercial banks and credit unions.

Michael has 7 recommendations (1 manager) including:

[Janet Friauf](#), *Software Development Manager, Open Solutions, Inc.*

[Ken Mair](#), *PMP, Program Manager, Open Solutions*

### Director, eBusiness

#### MassMutual Financial Group

Privately Held; 5001-10,000 employees; Financial Services industry  
April 2001 – May 2006 (5 years 2 months)

Responsibilities included Account Management, and Strategic Online Business Planning, Consulting and Development.

Michael has 3 recommendations (1 co-worker) including:

[Brad Dixon](#), *SAP HR Systems Consultant, MassMutual*

[Mike Gingrave](#), *Director, Massmutual Financial Group*

### Creative Director

#### Tallan Inc

Privately Held; 201-500 employees; Internet industry  
April 2000 – April 2001 (1 year 1 month)

Tallan Creative Services Group:

Led and managed creative team in large-scale internet projects. Provided services that focused on the launch of online applications or transaction-oriented web sites. Utilized knowledge, skills, and experience as a marketer, graphic designer, information designer and technologist to develop best of breed user experiences.

Significant Accomplishments:

- Redesigned ExchangePath.com from a NT based application to a database driven application
- Authored comprehensive human factors analysis of Authoria.com software products

Michael has 2 recommendations (1 manager) including:

[George Herchenroether](#), *VP/GM Creative Services Group, Tallan, Inc.*

[Rick Jones](#), *Director, Tallan*

### Web Creative Director

#### The Hartford

Public Company; 10,001 or more employees; HIG; Financial Services industry

January 1999 – April 2000 (1 year 4 months)

Creative Director, Design Center, Internet Commerce Group:

Led and managed Internet Commerce Group Design Center;

Provided ebusiness strategies, user interface and graphical design, content management solutions, web development, and usability analysis. Created information maps to illustrate the overall strategic direction and vision for large-scale web-based projects. Devised site navigation scenarios, defined site functionality and interaction, logical organization and structure of content, site indexing and meta-data strategy, usability and QA testing scenarios, and asset management scenarios. Designed sites to leverage e-commerce portal software and content management application

Michael has 3 recommendations (1 partner) including:

[Sharyn Laney](#), Sr. Consultant, Web Development, The Hartford

[Sue Houle](#), Sr. Product Development Consultant, The Hartford Insurance Company

### Web Developer (multiple roles before that)

#### Aetna

Public Company; 10,001 or more employees; AET; Insurance industry

June 1981 – April 1997 (15 years 11 months)

- Web Developer (Web Solutions)
- Account Executive (Aetna/Moore Print Services)
- Marketing Consultant (Gemini - ACD&M)
- Contract Consultant (Aetna Health Plans/Employee Benefits)

Michael has 2 recommendations (1 co-worker) including:

[Kevin Toomey](#), Web Developer, Aetna

[David Annecharico](#), Design Manager, Aetna

### Account Executive

#### MCI

Public Company; 10,001 or more employees; MCIP; Telecommunications industry

1991 – 1992 (1 year)

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## Education

### Hobart and William Smith Colleges

BA, [Double Major; History and Art](#)

1976 – 1980

- 1980 Honors Program: Awarded High Honor in History Degree
- Appointed to Druid Honor Society (1980)

*Activities and Societies:* [Varsity Soccer \(four years - nationally ranked team\)](#)

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## Recommendations For Michael

### Web Developer (multiple roles before that)

#### Aetna

"Michael's talents and expertise go far beyond the ability to design an eye-catching or "cool" web site. He has a very deep understanding of how to present products and services in a way that is visually appealing and more importantly, exceptionally useful." *February 6, 2007*

[Kevin Toomey](#), Web Developer, Aetna  
worked directly with Michael at Aetna

"Michael and I go way back to our early careers at Aetna. He is a true professional, great communicator, and design / usability expert. Beyond that, his business acumen compliments the package very well." *February 5, 2007*

[David Annecharico](#), *Design Manager, Aetna*  
worked with Michael at Aetna

## Director, eBusiness

### MassMutual Financial Group

"I had the great pleasure of working with Michael on various IT projects. He is an expert in the areas Human Computer Interaction and Leadership. His professionalism and good humor make him very approachable, and easy to work with. I learned a great deal from Michael by way of our project interaction, both in the areas of Usability and Leadership. He freely shares his knowledge, and encourages others to contribute their thoughts and ideas. Michael is a great leader, and a wonderful person." *August 6, 2008*

[Brad Dixon](#), *SAP HR Systems Consultant, MassMutual*  
worked with Michael at MassMutual Financial Group

"Michael is the consummate professional, having all the knowledge and expertise to deliver. He consistently demonstrates the ability to stay on point and follow through; leaving no issue unresolved and ensures deliverables meet objectives. The best endorsement for anyone is to work with them again. I worked with Michael on numerous projects in the past and would again any time." *August 1, 2006*

[Mike Gingrave](#), *Director, Massmutual Financial Group*  
worked directly with Michael at MassMutual Financial Group

"Michael is an extremely talented consummate professional. His extensive knowledge of User Centered Design coupled with his ability to see what clients really need, truly make him a valued leader in any organization or project he's associated. On top of his professional skills, he's an amazing person that I'm glad to have met. Michael will truly be missed at MassMutual." *June 21, 2006*

[Jason Dubreuil](#), *Application Architect, MassMutual Financial Group*  
worked with Michael at MassMutual Financial Group

## Web Creative Director

### The Hartford

"Michael is a highly talented creative director who brought strong communication, leadership and creativity skills, and led the creation of targeted web sites at The Hartford. I consulted for his team, and enjoyed the collaborative environment and his leadership. One of the most talented people I have worked with, Michael has a strong ability to both envision and implement large projects with dynamic scopes. His thought leadership and his engaging personality create a highly effective ability to lead innovation and change." *June 18, 2007*

[Sharyn Laney](#), *Sr. Consultant, Web Development, The Hartford*  
worked directly with Michael at The Hartford

"I had the pleasure of working with Michael at The Hartford when he juggled several web projects with multiple deliverables. He truly had the skill to influence and negotiate. He was truly amazing. Tremendous drive, ambition and excellence and a real pleasure to work with! Highly recommended." *May 6, 2007*

[Sue Houle](#), *Sr. Product Development Consultant, The Hartford Insurance Company*  
was with another company when working with Michael at The Hartford

"I had the pleasure of working with Michael on a score of UI consulting and usability engagements. Michael is smart and fast on his feet, but best of all he brought a real service-mentality to the way he ran his team." *March 6, 2006*

[Chris Shafer](#),  
was a consultant or contractor to Michael at The Hartford

## Creative Director

### Tallan Inc

"Michael is one of the few individuals I've worked with who demonstrated a strong and consistent balance between creative vision and business management - particularly when it came to managing and achieving client expectations." *January 10, 2007*

[George Herchenroether](#), *VP/GM Creative Services Group, Tallan, Inc.*

managed Michael at Tallan Inc

"Michael did a great job of understanding the target user group and designing the application to be easy to use, effective, and consistent with the client's branding and vision. He's very smart, easy to talk to, and goal oriented. His insights and suggestions helped guide the client to where they needed to go. Michael was truly a joy to work with – I hope I get the opportunity again in the future." *May 19, 2006*

[Rick Jones](#), *Director, Tallan*  
managed Michael at Tallan Inc

## Director, User Experience

### Open Solutions

"Michael is one of the most dedicated and passionate professionals I have met in 25 years. His ability to advance the usability discipline at Open Solutions, by inspiring and training a team of professionals, is very impressive. Michael is highly resourceful in bringing his message to the organization in an effective way. He brings a fresh perspective, innovation, and great enthusiasm to everything he does. Working with Michael is a real privilege for all who are fortunate to encounter him." *June 23, 2010*

[Janet Friauf](#), *Software Development Manager, Open Solutions, Inc.*  
worked with Michael at Open Solutions

"Over the past two years, Michael and I collaborated on a number of initiatives which allowed me to form two very strong opinions about him: he is a leading mind within the user-centered design space and he possesses inherent qualities that allow him to transcend his space. From a design perspective, Michael always brought to the table well thought out, seemingly simple solutions to complex problems. These solutions enabled all stakeholders to easily understand the design metaphor reducing development and training time while increasing customer satisfaction. Michael also possesses an uncanny ability to dissect large corporate challenges, accurately identify the underlying root cause and propose both strategic and tactical solutions. I would strongly recommend Michael to any organization that would embrace his talent, drive, level-headed thinking, and clear leadership characteristics." *November 3, 2009*

[Ken Mair](#), *PMP, Program Manager, Open Solutions*  
worked with Michael at Open Solutions

"Michael is one of the most passionate UX people you'll meet! He has a vision for how he sees UX fitting within an organization and will work day and night to make that happen. He's constantly looking to learn more and continue to grow. More than that, he's extremely nice and just a fun person!" *June 30, 2009*

[Mona Patel](#), *Vice President, Eastern Region, Human Factors International*  
was a consultant or contractor to Michael at Open Solutions

"Michael has been a champion of usability for many years. He has moved usability forward at every company he has worked in. He understands not only the nuts and bolts of doing usability work, but also the strategy of promoting usability within an organization. I've enjoyed working one-on-one with Michael. He is smart, personable, and enthusiastic." *June 28, 2009*

[Susan Weinschenk](#), *Chief of Technical Staff and Services, Human Factors International*  
was a consultant or contractor to Michael at Open Solutions

"Not often does one have an opportunity to recommend a professional colleague and have to be concerned about extending beyond the text parameters due to the individuals immense talents and professional attributes. I shall illustrate a few.

Mr. Rawlins is highly humanistic, caring, dedicated and passionate in pursuit of his objectives. He easily fosters relevant and lasting relationships at all levels of an organization and has the uncanny ability to garner consensus on strategy and mission. He is a valued and highly respected orator, recognized topic expert in Usability concepts, and proven leader within Insurance, Banking, and Financial Services.

Mike consistently strives to be proactive and preventative by understanding the greater landscape, recognizing latent gaps in process that will lead to poor quality, and designing effective and executable solutions to mitigate those risks. Amazingly, he accomplishes this through active listening, engaging his audience, recognizing divergent personalities, and building teams with common goals, complementary skill sets, and an equal passion for quality and sustained growth.

I greatly appreciate his perspectives, unbiased assessments, and professional insights." *June 26, 2009*

[Chad Rotenberg](#), *Sr. Director Global Quality Assurance, Open Solutions*  
managed Michael indirectly at Open Solutions

"I've had occasion to teach at two organizations where Michael's responsibilities included insuring that applications were effective and efficient for end-users. In both cases, I saw that his modus operandi was professional, informed, and humanized. This is to say, as I told Michael, he'd make a great consultant for Human Factors International. :-) His acumen spilled over like the waterfalls at Niagra. Since then, I've enjoyed interacting with Michael on many occasions, for friendly moments on Google Chat, or even on a platform at the Usability Professionals Association. I invited Michael to join me in giving a presentation on "Winning at the Politics of Usability". The audience loved the show, and the expertise of the panelists including Michael especially made it all work. Professional and human. That's Michael." *June 26, 2009*

[John Sorflaten](#), *Project Director, Lead Instructor, Human Factors International*  
was a consultant or contractor to Michael at Open Solutions

"In addition to being consummate professional overall and terrific at building both internal and external relationships, Mike is a strong leader working through and clarifying the business needs. His recommendations on our projects (internally and customer facing) were always well received as well planned, thorough and intelligent designs to the solution needed. I was never concerned with Mike representing our company, team or me personally when communicating positive and negative moments that naturally occur during a project." *June 26, 2009*

[George Herchenroether](#), *VP/GM Creative Services Group, Tallan, Inc.*  
managed Michael at Open Solutions

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## Additional Information

Websites:

- [Company Website](#)
- [Personal Website](#)

Twitter:

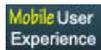
- [michaelrawlins](#)

Interests:

- [Calligraphy](#)
- [Photography](#)

Groups and  
Associations:

CT Usability Professionals Association, President (Sept. 2008 - present)



(The New) Mobile User Experience



BDPA



Balsamiq Lovers



CT Technology Network



Changing Minds



Concept Feedback



Connecticut Usability Professionals Association



Customer Experience Professionals



Diversity Recruiting Strategy Group



Eye-tracking



Fathom



Freelance User Experience Designers



Front End of Innovation



HWS Alumni



Healthcare UX



Hobart College Group



Human Factors



Human Factors International Certified Usability Analysts (CUAs)



Information Architect, IA



Information Architecture Institute (IAI)



Information Mapping



Interaction Design Association

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Honors and Awards: - 2005 MassMutual Best Practices Award  
- 2007 Certified Usability Analyst of the Month (Human Factors International)

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## Contact Settings

michael.rawlins@gmail.com

### Interested In

- career opportunities
- expertise requests
- getting back in touch
- consulting offers
- business deals

### Contact Michael Rawlins

[Send a message](#)

[michael.rawlins@gmail.com](mailto:michael.rawlins@gmail.com)