

MICHAEL EDGCUMBE

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PROFESSIONAL OBJECTIVE

UX Engineer with a focus on augmented and extended reality development

BRANDING STATEMENT

Experienced and Innovative Technology Leader Driving Success at the Intersection of Design and Development.

Throughout my journey, I have honed my skills in developing robust backend services and implementing seamless user experiences. As a UX Engineer at Google for four years, I led the design and development of production-backed architectures, improving the way we navigate Google Maps. Guiding cross-functional teams, I created an end-to-end prototyping platform, demonstrating 35 end-to-end user journeys, which allowed design and project managers to set ambitious 1-3 year strategies for engineering teams.

With a dynamic career spanning over 20 years, I am a highly skilled professional who excels in designing and developing cutting-edge technologies for a wide range of industries. My expertise lies in creating captivating full stack iOS applications, statistical data explorers, interactive installations, and engaging games for diverse audiences. Leveraging my extensive knowledge and experience, I have consistently tackled complex challenges in the AR/VR/XR space, while researching and developing innovative application paradigms.

COMPETENCIES | SKILLS

Program Management	Software Engineering	UX Design and Research	Cross-Functional Partner
Expertise in managing complex projects and programs, from initiation to completion	Optimizing performance for iOS devices.	Understanding of user-centered design principles and ability to create intuitive and visually appealing user interfaces	Strong collaboration skills to work effectively with cross-functional teams, including product managers, developers, and researchers.
Ability to define project objectives, create project plans, allocate resources, and track progress to ensure successful delivery.	Design and develop both frontend and backend components	Knowledge of UI frameworks like UIKit and familiarity with Apple's Human Interface Guidelines	Excellent communication and presentation skills to articulate design concepts, rationale, and user insights to stakeholders.
Ability to manage and influence stakeholders, building strong relationships and resolving conflicts.	Strong command over programming languages such as Swift, Objective-C, and C++	Design and Development of design systems using tokens	Analyzing complex problems and providing innovative solutions
Aptitude for strategic thinking and planning, aligning project objectives with broader organizational goals and strategies.	Conducting code reviews, and performing debugging activities to identify and resolve issues	Ability to conduct user research, gather insights, and translate them into actionable design solutions.	Ability to adapt to changing requirements and deliver high-quality features within tight deadlines
Strong problem-solving skills to identify and address project-related challenges and roadblocks.	Experience working in an agile development environment	Strong understanding of interaction patterns, micro-interactions, and animation principles to create seamless and delightful user experiences.	Ability to empathize with users, define problem statements, brainstorm ideas, and iterate on design solutions
Commitment to ensuring high-quality project deliverables through rigorous quality assurance processes.	Strong documentation skills to create clear and concise technical documentation for developed features and functionalities.	Skill in creating interactive prototypes to demonstrate and test design concepts and interactions	Ability to organize and structure complex information in a clear and intuitive manner.

TARGET MARKET

Geographic Area: Berlin, Germany; New York, NY; Boulder, CO; Los Angeles, CA; Seattle, WA

Types of Industries: Telecommunications Network Consulting Firms, Equipment providers; Service providers; Private network IT staff

Size of organizations: Fortune 100 corporations, Established App Developers with 500+ employees, Immersive Design Studios, iOS and Unreal Engine Game Developers

Culture: Relentless pursuit of excellence, innovation, and attention to detail, driven by a strong passion for creating products that redefine user experiences.

TARGET COMPANIES

Fortune 100	Established App Developers	Immersive Design Studios	Game Developers
Apple	Signal	The VOID	Niantic
Alphabet	Adobe	Meow Wolf	Double Fine Productions
Amazon	Block	Anagram	Blizzard Entertainment
Facebook	Spotify	United Visual Artists	Naughty Dog
Microsoft	Native Instruments	Local Projects	ustwo games