

Michael Higgins

Product Leader Driving User-Centric Digital Transformation

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Professional Summary

Innovative and user-centric **Head of Product** with extensive experience in **leading digital transformations** and managing high-performing teams. Expertise in blending **design thinking** with **strategic product management** to deliver best-in-class platforms. Proven track record in streamlining operations, enhancing user experience, and driving significant financial impact. Passionate about putting users first and shaping the future of technology.

Professional Experience

Head of Product, Corporate Services, Product Strategy & Customer Experience

UnitedHealth Group

February 2020 - Present

■ Leadership & Team Management

- Manage and mentor a cross-functional team including Product Managers, Technical Product Manager(s), and UX/UI Product Designer(s).
- Oversee product strategy and execution for multiple departments: Real Estate, Enterprise Procurement, Environmental Occupational Health & Safety, Mergers & Acquisitions, Reporting Analytics and Data, Environmental Social and Governance, and Value Enablement.
- Supported diverse teams within Corporate Services, fostering collaboration and aligning product goals with organizational objectives.

■ Digital Transformation

- Spearheaded Procurement's digital transformation by designing, building, and delivering a best-in-class procurement platform.
- Integrated multiple systems into a unified workflow, streamlining sourcing events, contracting, supplier onboarding, supplier performance and risk management, contract lifecycle management, procure-to-pay processes, and purchase orders.

■ User-Centric Design

- Prioritized user empathy by incorporating voice of customer insights, journey mapping, and usability testing into the product development lifecycle.
- Unified disparate systems to ensure a consistent and seamless user experience for 480,000 employees.

■ Quantifiable Achievements

- Managed approximately \$18 billion in spend annually through the platform.
- Increased efficiency and reduced errors by automating workflows, resulting in improved compliance and operational excellence.

Director, Product, Experience Design & Strategy

KPMG

March 2014 – February 2020

- **User Experience Crafting:** Designed compelling user experiences for organizations across diverse industries.
- **Stakeholder Engagement:** Partnered with executive leaders and key stakeholders to define and implement exceptional user experiences.
- **Team Leadership:** Led product and design teams in realizing clients' product visions through research, ideation, prototyping, and delivery.
- **Collaborative Problem-Solving:** Worked with business analysts and IT teams to translate business problems into actionable designs.

Manager, User Experience Lead

Cynergy Systems

August 2007 – March 2014

- **Client Collaboration:** Worked closely with clients to understand requirements and design user experiences aligned with their vision.
- **User-Centric Design:** Employed methodologies like design thinking, prototyping, and usability testing to explore UX options.
- **Product Development:** Transformed ideas and mockups into optimal solutions for services and products.
- **Cross-Department Coordination:** Collaborated with business analysts, project managers, and IT teams to translate business problems into designs.

Senior UX/UI Designer

ChannelNet

May 2007 – August 2007

Lead Web Designer

Enlighten

February 2007 – May 2007

Web Designer/Front-End Developer/Flash Animator

Catalyst Design, Inc.

February 2005 – February 2007

Education

Central Michigan University

Bachelor of Fine Arts (BFA), Graphic Design/Art History/Photography
August 1994 - December 1999

University of Groningen, Netherlands

Art History
August 1998 - December 1998

Carnegie Mellon University - Tepper School of Business

Optum AI for Business Leaders, Artificial Intelligence
2021

EMERITUS Institute of Management

Innovation of Products and Services: MIT's Approach to Design Thinking
2016