

Michael Cullinan

PORTFOLIO PRESENTATION



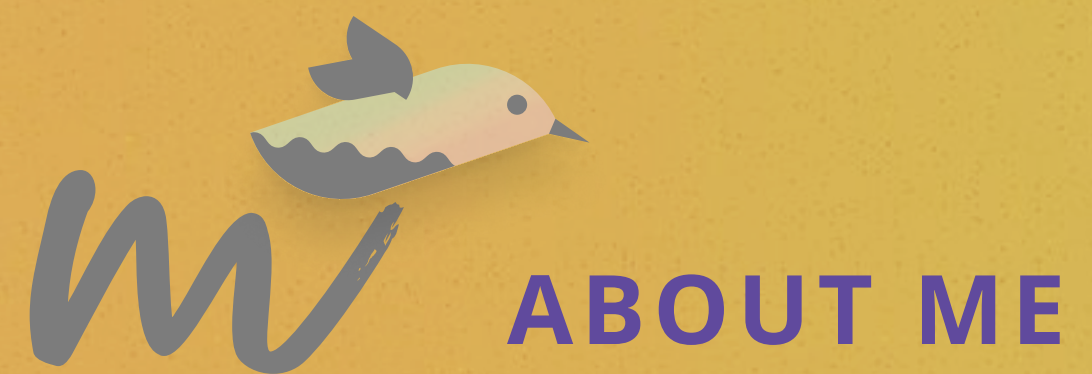
Hi, I'm Michael!

I'm a Lead UX/UI Designer at Estée Lauder, which is located in Melville, NY.

I've been working to transform their aging business software into modern web-based apps. These 20 apps are used by all Estée brands to launch new products from concept to market.

Previously I was the Sr UX/UI Designer on a job fit AI app for Frontier Signal, a startup by Nelson Rockefeller. I also worked as a UX/UI Designer at RingLead, a data management app for Salesforce.





Design Philosophy

Accessible

The Web is fundamentally designed to work for all people, whatever their hardware, software, language, location, or ability. When the Web meets this goal, it is accessible to people with a diverse range of hearing, movement, sight, and cognitive ability.

Along with this definition of web accessibility, it is important to consider people of all capabilities and experience at the beginning of a design cycle and not as an add-on late in the game.

Look deeper into accessibility (WCAG 2.1) guidelines here:

<https://www.w3.org/TR/WCAG21/>

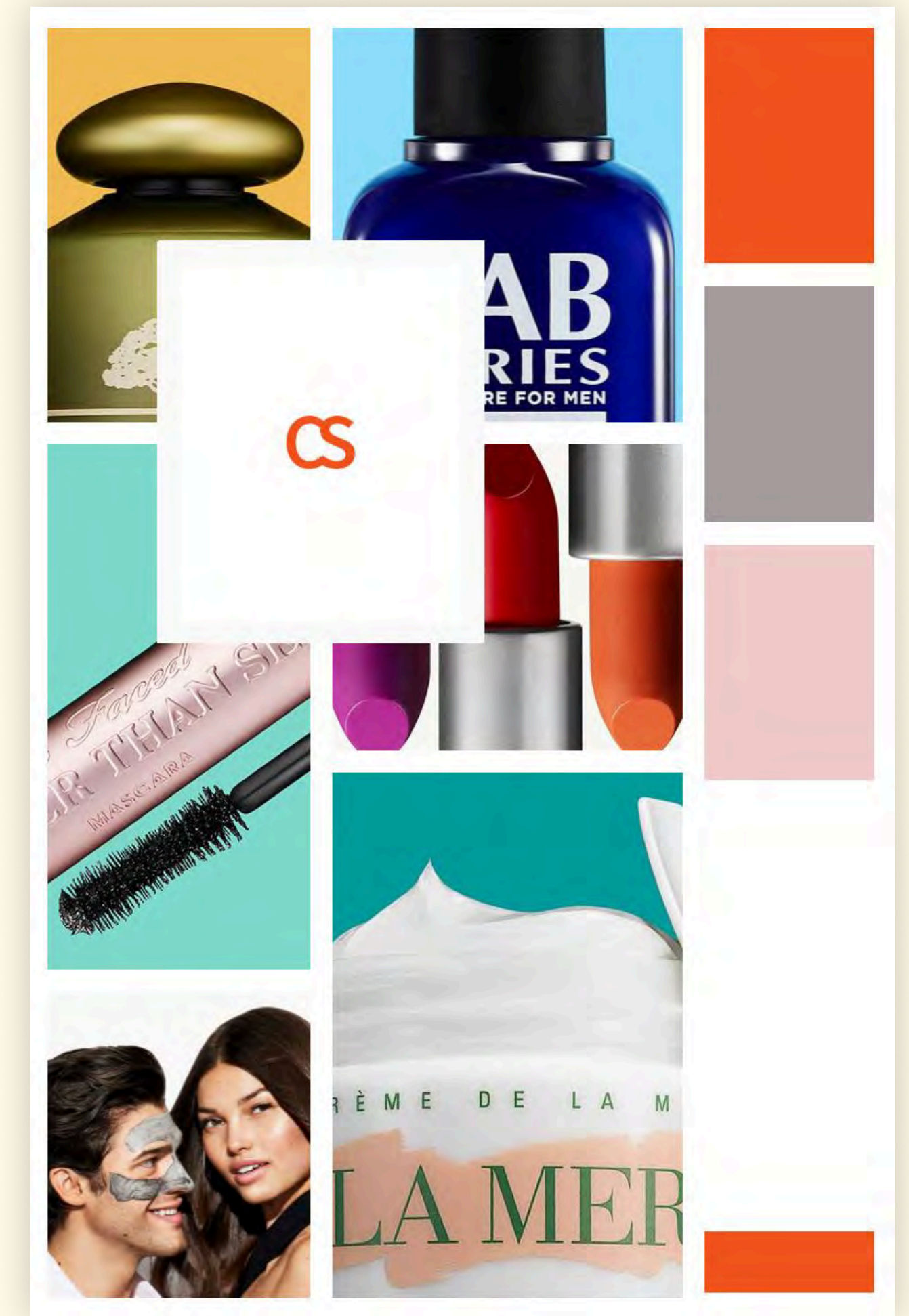
Simple

I follow the KISS design principle which stands for Keep It Simple, Stupid.

Most systems work best when they are kept simple rather than complicated.

It sounds “simple” but we have all experienced functionality bloat, or adding something to an app because it’s the latest thing or a competitor has it.

Keep the user interface simple. Design what users need to accomplish a task and nothing more.



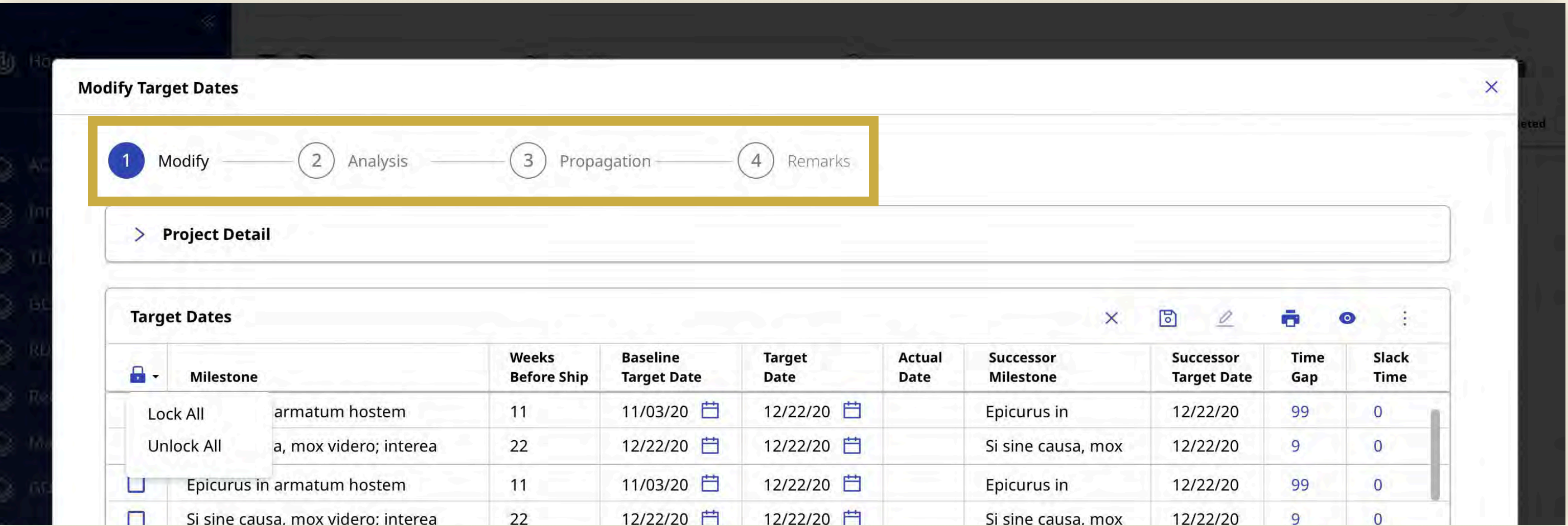
Less is more can make a purposeful impact when it comes to visual design with a limited color palette.

Learnable

An app should be easy to learn, even if it has complex tasks.

This is done through a strong visual hierarchy and consistent design rules. Some examples:

- Navigation that is easily understood and organized with the user in mind.
- Bold headings that are informative and jargon free.
- Clear user interactions



A step system is a great way to make complex tasks less stressful for users. It is learnable because users are shown smaller goals, their location in the process, and when they will be finished.

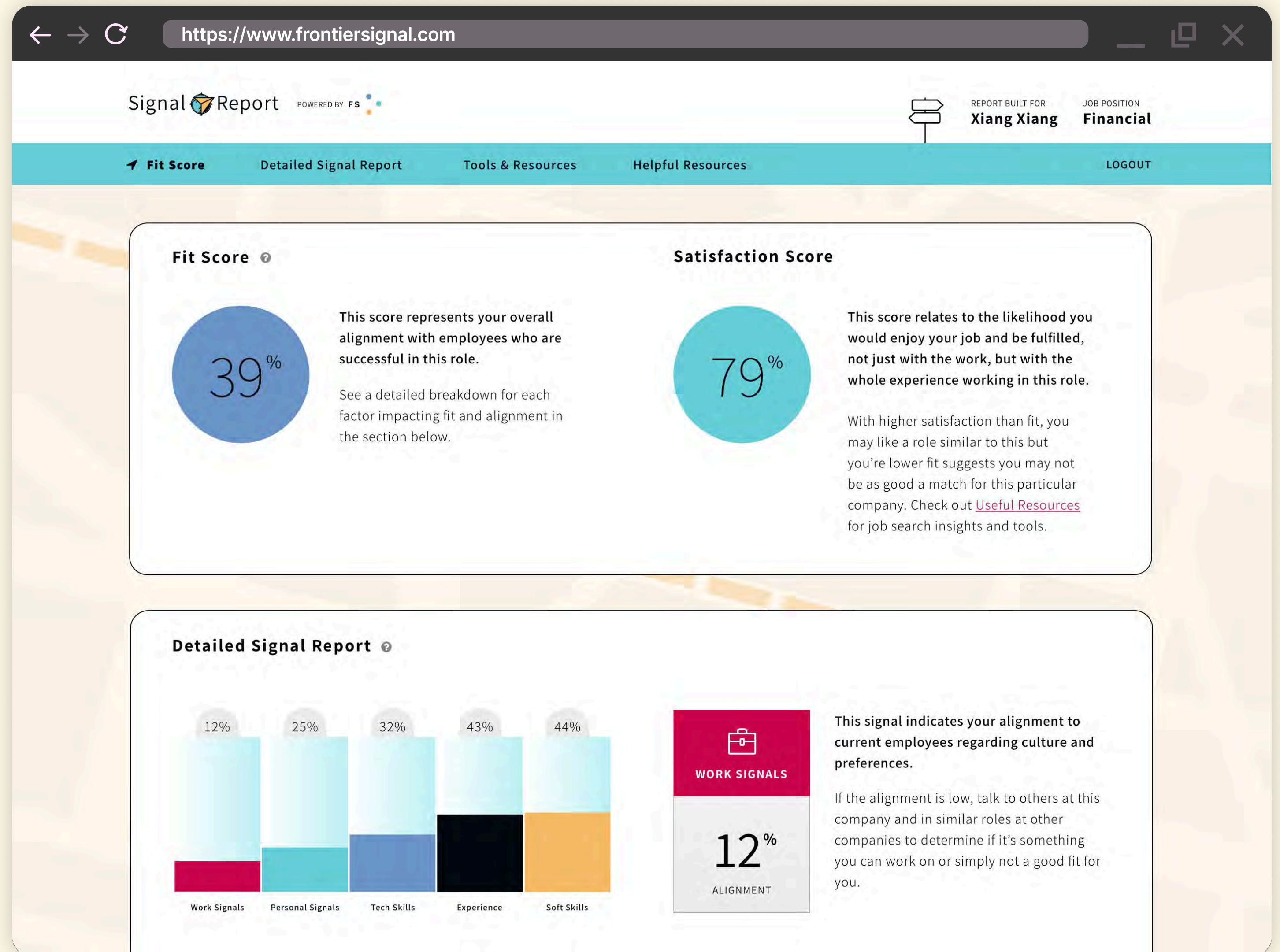


User Interaction/ Visual Design

Skills

I began my career as a graphic designer more than 15 years ago. In 2014, I had the chance to design UI for two mobile apps at Napco, which was the first time I encountered the term “UX.” From that moment, I was hooked.

Since then, I’ve built on that foundation through hands-on experience, courses, books, and countless iterations. The result is a career dedicated to creating thoughtful, intuitive app experiences that serve both users and businesses.



All work needs to be revisited. We can always improve upon what we have built. Iteration is the key to happier, more productive users.



Estée Lauder's Cornerstone

Estée Lauder Accessibility & ADA Compliance

My Role:

Lead UX/ UI Designer

Team:

Me

QA

Technical Architect

Front End Developers

Stakeholders

Tools Used:

Figma

Invision

Timeline:

6 weeks

Situation

- Users with visual impairment were having issues with white screens & glare in Cornerstone.
- Several older users said fonts are too light/lack contrast, causing readability issues.
- Input fields were difficult to spot at times.
- All Estée employees are provided a Dell laptop. Screens lack contrast & brightness.

An EL user has a 3-4 inch visual area that goes dark/blurry outside of that. He is battling with the CS interface to get his work done.

“FYI- My eye strain is off the charts bad now... any relief... even a placebo effect like...”

Cornerstone 1.0

CS

UAT-2

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>>

Home

Calendar

< GCS > Create New Family

ESTÉE LAUDER

Show SAP Matrix

Cancel

Save

SAP Material Type

Item Description

Class/Mkts/Shade

Markets/Languages

Category Reference Data

Item Status

Material Type

Revenue

SAP Material Type and Business Category

Is item expensed? (If Yes, the Item can not have Mass.):

☐ Yes

☐ No

Is the Item Manufactured In-House?:

☐ Yes

☐ No

☐ N/A

Are you Supplying WIP, Mass, Components, Chemicals or an Mass Code to the Supplier?:

☐ Yes

☐ No

☐ N/A

Is the Item Forecasted by Demand Planning?:

☐ Yes

☐ No

☐ N/A

Is the Item Sold to Retailer/Distributor?:

☐ Yes

☐ No

Is the Item Sold to the End Consumer?:

☐ Yes

☐ No

Is the Item Retailer/Salon Consumed?:

☐ No

☐ Yes

Is the Item a Service?:

☐ Yes

☐ No

Reset Answers

SAP Material Type and Business Category

SAP Material Type:

Business Category:

Select value

Select value

CS

UAT-2

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Home

Calendar

< Make Buy > Edit

Online ManLoc Report

Manufacturing Location Overview

Department:

Revision:

By:

Date:

Planning Global Range

Rev=1 No Changes Made

Current

MCULLINA

01-Jan-2040

Manufacturing Location Details

Item Code:

ILN #:

Comments:

Primary Package Description:

RWAP-01-0001

43611

MKS: No Reason

bottle

Item Description:

R & D Proj #:

DW NUDE WTRFSH SPF30-2C3

☒ Outline Required

Domestic Target ship date:

Projected 12 Month Quantity:

Unit Pack QTY:

☐ Multi-WIP

31-Aug-2016

1

2

☐ Set

International Target Ship Date:

Projected 12 month Quantity:

Shipper QTY Directive:

☐ Set w/o WIPs

31-Aug-2016

1

12

☐ N/A

Mass

Details

☒ New Mass Required

☐ Mass Exists

SAP Mat Type:

CS

UAT-2

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>>

Home

Calendar

< PDS > View Outline

Persona Manufacturing Engineering

File

Edit

View

Options

Help

> Outline RWAP-01-0D82

Packaging

Rev=1 In Development

Current

Outline <RWAP-01-0D82>

15 Outline Items

Row	Sequence	Item Code	M/B	Production Site	Type	Qty	ICt	Description	Name	Shade Name	Phase in
1	1	RWAP-01-0D82	M	OEVEL - PRODUCTION	F	1.000000	L	DOUBLE WEAR NUDE...	DW NUDE WTRFSH SPF...	2C3 Fresco	
2	10	YW1G-01-0074	B	OEVEL - PRODUCTION	C	1.000000	L	SPATULA CAP NEW SUP...	SPATULA CAP NEW SUP...		
3	11	9126-01-0151	B	OEVEL - PRODUCTION	C	0.005208	L	SHIPPER LABEL_UPDATE	SHIPPER LABEL		
4	12	0694-01-0233	B	OEVEL - PRODUCTION	C	0.005208	L	DIVIDER/192 (SCHWAD...	DIVIDER/		
5	13	9126-01-0906	B	OEVEL - PRODUCTION	C	0.005208	L	E6 SHIPPER - (382/282/...	SHIPPER/TOTEPACK		
6	14	9126-01-0125	B	OEVEL - PRODUCTION	C	0.005208	L	PAD F/MASTER SHIPPE...	PAD F/MASTER SHIPPE...		
7	15	RWAP-01-0016	B	OEVEL - PRODUCTION	C	1.000000	L	NW DCO VIAL-DW MU...	NW DCO VIAL-DW MU...		
8	10	YW1G-01-0012	B	OEVEL - PRODUCTION	C	1.000000	T	UNDECO.GLASS BTL.15...	UNDECO.GLASS BTL.15...		
9	17	RWAP-01-0161	B	OEVEL - PRODUCTION	C	1.000000	L	CAP LABEL...	CAP LABEL-2C3 FRESCO	2C3 Fresco	
10	10	RWAP-01-0051	B	Melville Production	C	2.000000	L	ACTUATOR	ACTUATOR		
11	18	RWAP-01-0172	B	OEVEL - PRODUCTION	C	1.000000	L	BXT2-LABEL, BASE/SHA...	BXT2-LABEL, BA-2C3 FR...	2C3 Fresco	
12	10	RWAP-01-0241	B	OEVEL - PRODUCTION	C	1.000000	L	APPLICATOR, FABRIC, P...	APPLICATOR, FABRIC, P...		
13	10	MN45-01-A112	B	Agincourt Production	C	1.000000	L	F/C W/UPC EXTENDED ...	F/C W/UPC EXTENDED ...	EXTENDED ...	
14	10	RWAP-01-0016	B	OEVEL - PRODUCTION	C	1.000000	L	CAP LABEL...	CAP LABEL-2C3 FRESCO	2C3 Fresco	

Item Details

Production

Propagation

Phasing

Disabled Fields

Env. Details

Item Code

Qty

1.000000

Shprr Qty

Dir

N/R

Decl

Cont

Metric: 15.00 ML

English: .50 FLOZ

Product

Form

EMULSION(1)

Packaging

Description

DOUBLE WEAR NUDE WATFRSH SPF30

Over Wrap

Qty

0

Has Mass

☒ Yes

No

Has ILN Bearing Comp.

☒ Yes

No

Has Mass Override

☐ Yes

No

Has Warning Bearing Comp.

☐ Yes

No

Shaded

Mkt-Specific [Id 0]

PLN: INIT - Initial Release for Brexit

Shprr Qty

192

Integrity Ind

Yes

No

PAQ

No

24

Pri

Sec

CS

UAT-2

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>>

Home

Calendar

< RDS > Item Request Information

+

Print

Refresh

Order #

Requested By

Batch Number

Est. Availability

Item Requested Eligible for SL

Status

72699

JAKUBOWSKI, GRAZYNA

SEE IRE STATUS

N

COMPLETED

SUBMIT

General Information

Request Details

Item Allocations

Reference Code	Item Description	Min Qty	Qty Req	Status	Flag	Unit Of Measure	Line	Total Qty Allocated	Qty Picked	Qty Assembled
6329-02-0291	AGITATOR BALL FOR ...	2100.0000	2100.0000	DELIVERED		EACH	3	0.0000	0.0000	0.0000
64GW-68	BULK, GLOSSWEAR N...	15.0000	15.0000	DELIVERED		KG	5	15.0000	0.0000	0.0000
6848-01-0070	CLOSURE FOR GLOSS...	2100.0000	2100.0000	DELIVERED		EACH	1	2100.0000	0.0000	0.0000
6848-02-0340	BRUSH FOR GLOSSW...	2100.0000	2100.0000	DELIVERED		EACH	2	2100.0000	0.0000	0.0000
6877-01-0018	BOTTLE, DECOR FOR ...	2100.0000	2100.0000	DELIVERED		EACH	4	2100.0000	0.0000	0.0000

Allocations

Receive

Allocate From SL

Cancel This Item

Uncancel Item

Chemist Supplied

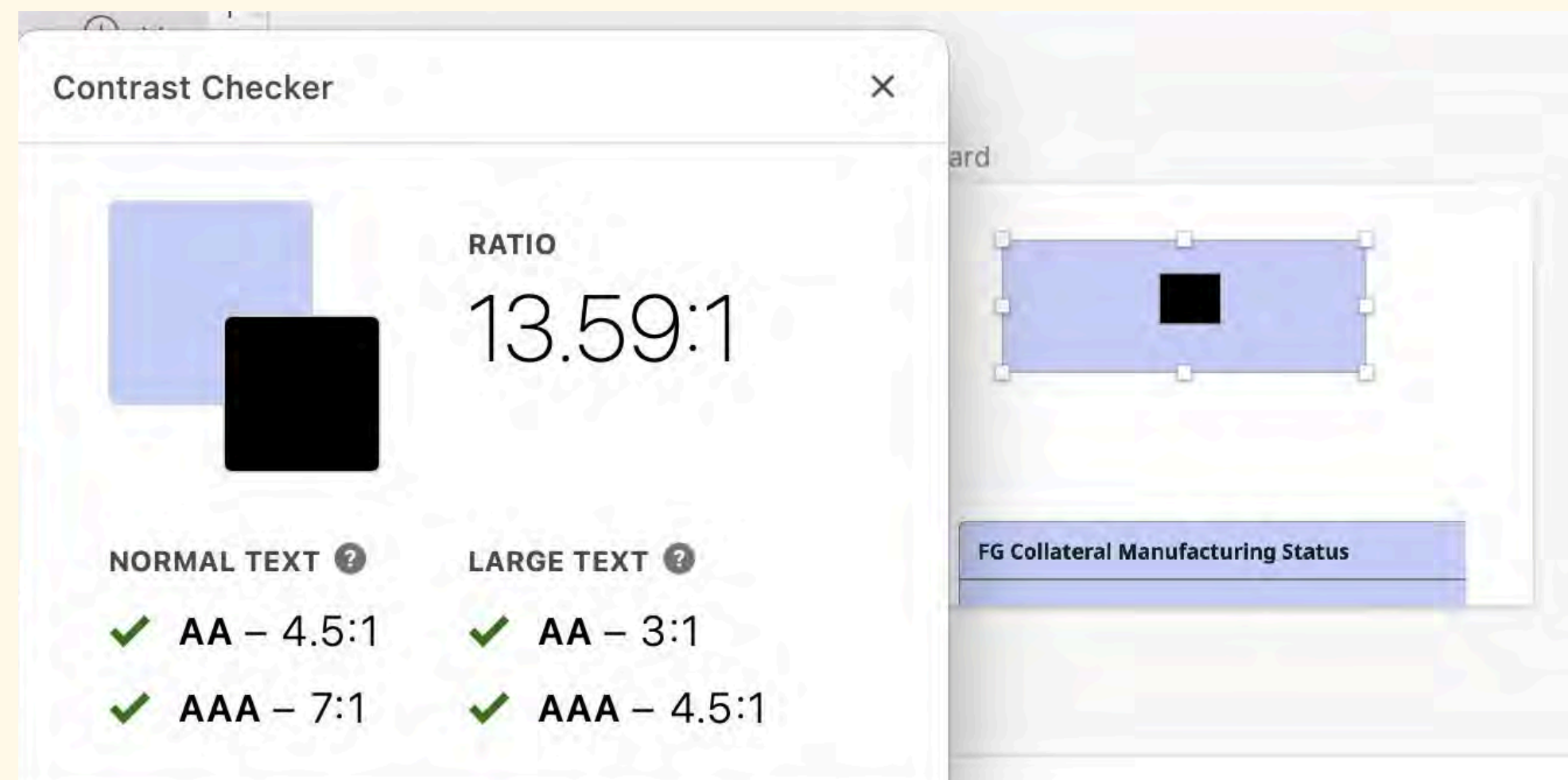
Any Available

Quantity Allocated	Allocation Status	Lot #	Storage #	Expiration Date
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CornerStone 1.0 screens from various apps.

Cornerstone Background

- All CS App colors have gone through WCAG 2.1 compliance testing to make sure the contrast is acceptable.
- Fonts were reduced from 15px to 12px in size to get more data on the screen so users could work more efficiently.
- Each app (24 in total) was created by a different team of developers. Even though they had access to a full style guide/ component library, it was not fully followed and there are variations in designs on some apps.
- The large development teams are no longer available since Cornerstone 1.0 is officially complete.



Checking contrast & WCAG 2.1 compliance.

Task

My goal was to help users of all abilities work with equal efficiency and remove the problematic accessibility issues.

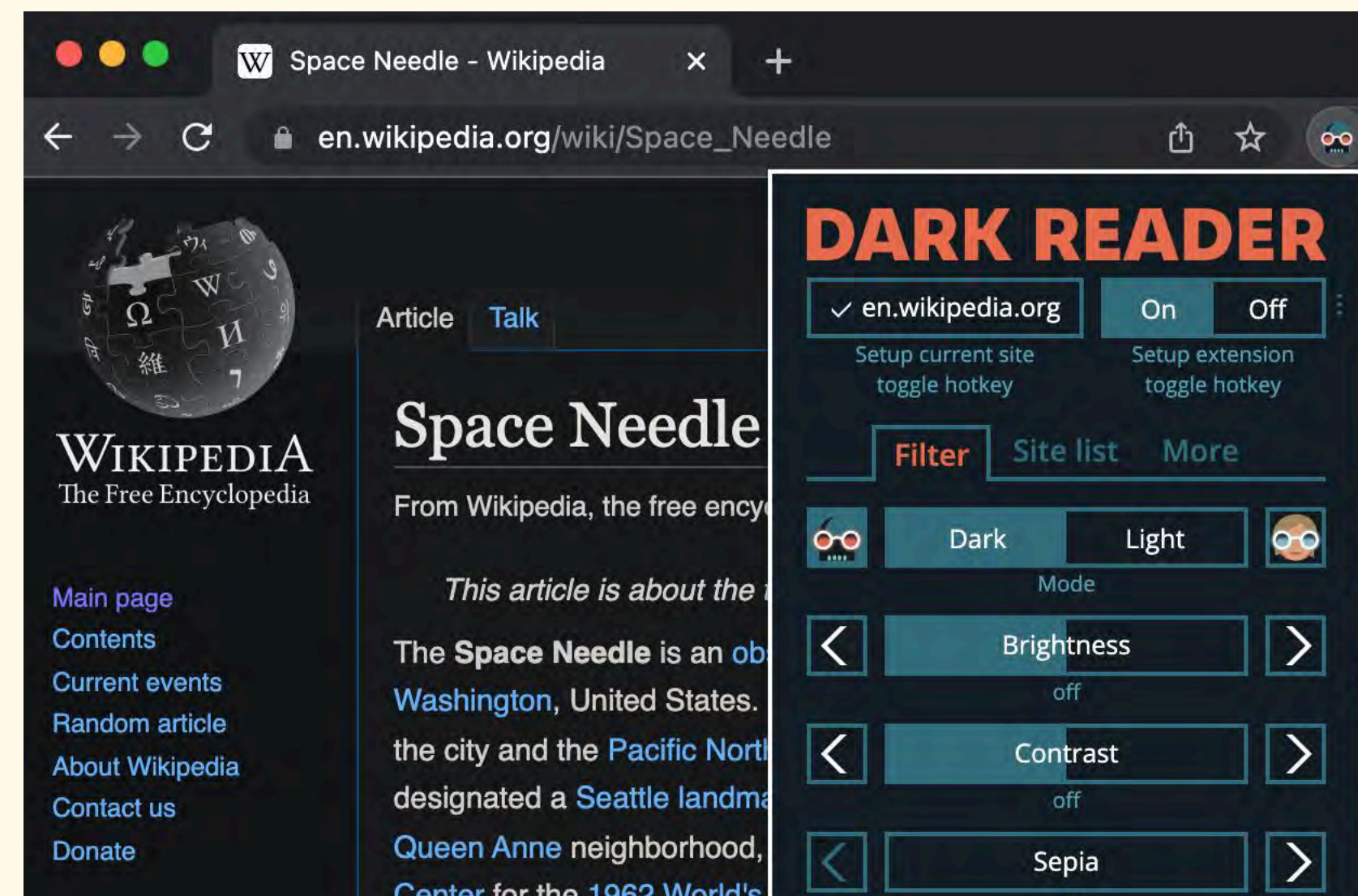
I needed to provide a solution that had low overhead from a development perspective. There was limited access to an engineering team to make these changes.

Initial Idea

Dark Reader Accessibility Extension

A free extension available in all major browsers called Dark Reader.

- I chose Dark Reader because every user had a slightly different challenge and it was easy to personalize.
- It was an out of the box solution that didn't depend on development at all.



Dark reader provides controls for contrast, font weight, color, and dark mode to name a few examples.

Initial Idea

Dark Reader Testing

I met with business users, set them up with Dark Reader and let them use it for a week in CS. We met for feedback.

- The user's loved the flexibility of dark reader.
- Another user liked the creation of backgrounds that helped them focus on the editable fields.
- Users liked the fact that it was pretty easy to use and save their settings for CS. They could come back the next day and not have to set up Dark Reader again.

“ The bold control really helps my eyes and I don't get a headache after being in the app. ”

Initial Idea

EL Security Team Review

I spoke to Jamshid, ED, Global Head of Security Engineering & Operations and he feels that Dark Reader could become a security issue.

He went through several examples like Grammarly being a keystroke recorder. Or plugins that started with good meaning but changed over time. I asked if we could do some kind of interim/short term use of the extension and he said those things tend to go to production and become part of the system.



Potentially a keystroke recorder and used as a comparative example to Dark Reader as a potential security threat for Estée Lauder.

Keep it in house

The security review had me shift gears.

I had to meet the needs of our users via an internal solution that didn't rely too heavily on development to deploy across Cornerstone.

I looked closer at Dark Reader and how it did its CSS magic. Dark Reader pretty much worked with every website it was activated in.

Could we take this methodology and bring it into the CS landscape? **Yes.**

I decided to focus on two solutions that would provide the greatest impact to our users and get them back to work at speed.

1. Bold fonts for readability

- Adding a text stroke around the fonts in CS. This was a really easy implementation for development across Cornerstone.

2. Shade card components to highlight input fields.

- Relatively easy implementation across applications. Note: Developer designs varied between some apps and this created snafus.
- Input fields and tables were mostly contained within these cards. Shading them put natural focus on our input fields.

Keep it in house

CS

UAT-2

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Michael Cullinan

>>

Home

Help

< GCS > Create New Family

BECCA®

Show SAP Matrix

Cancel

Save

Item Description

Class/Mkts/Shade

Markets/Languages

Category Reference Data

Item Status

Item Description

Working Name:

Product Name:

AMAPS/AS400 (SAP: Mat. Descr & Family Name):

Shaded:

Primary Package:

IBM Name (SAP: Brand Name):

Statement of Identity:

Inventory Type:

Final Name:

PDS > Lookup

Persona

EDM Product

File

Lookup Search

Choose A Brand

All Brands

Make / Buy Type

All Make / Buy

Item Type

Components

Finished Goods

Masses / Bulk

WIPs

Item Code

RWAP-

Item Name

Item Description

Supplier ID


Supplier Name

UPC / EAN

Item Results - RWAP 22 results

Code	Brand	M/B	Site	EU Comp	Made In	Rev	Status	Declared Content	Proj	ILN	Name
RWAP-01-0001	EL	Make	OEVEL - PRODUCTION	Y	IT	21	In Dev	30 ML / 1 FLOZ	R&D: 48273	ILN: 43611	DW
RWAP-01-0D82	EL	Make	OEVEL - PRODUCTION	Y	BE	0	Rele...	15 ML / 5 FLOZ		ILN: 43611	DW
RWAP-02-0D82	EL	Make	OEVEL - PRODUCTION	Y	BE	0	Rele...	15 ML / 5 FLOZ		ILN: 43611	DW
RWAP-04-0D82	EL	Make	OEVEL - PRODUCTION	Y	BE	0	Rele...	15 ML / 5 FLOZ		ILN: 43611	DW
RWAP-04-0D91	EL	Make	OEVEL - PRODUCTION	Y	BE	4	Rele...			ILN: 43611	DW
RWAP-04-1003	EL	Make	OEVEL - PRODUCTION	Y	BE	4	Rele...	30 ML / 1 FLOZ		ILN: 43611	DW

Details


UAT-2

MICHAEL CULLINAN

PDS > Lookup

Persona
EDM Product

File ▾ Edit ▾ View ▾ Data Cleansing ▾

Lookup Search

Choose A Brand

All Brands ▾

Make / Buy Type

All Make / Buy ▾

ILN

Supplier ID

Item Type

☐ Components
 ☒ Finished Goods
 ☐ Masses / Bulk
 ☐ WIPs

Item Code

RWAP-

Item Name

Item Description

UPC / EAN

Lookup Name

UnNamedLookup ▾

New Name **Delete:**

Location / Facility

Any Site ▾

Show Inactive ? **Hide Empty ?**

☐ Yes ☒ No

☐ Yes ☒ No

Lookup

Item Results - RWAP
22 results

Code	Brand	M/B	Site	EU Comp	Made In	Rev	Status	Declared Content	Proj	ILN	Name	Description
RWAP-01-0001	EL	Make	OEVEL - PRODUCTION	Y	IT	21	In Dev	30 ML / 1 FLOZ	R&D; 48273	ILN: 43611	DW NUDE WTRFSH SPF30-2C3	DOUBLE WEAR NUDE WATI
RWAP-01-0D82	EL	Make	OEVEL - PRODUCTION	Y	BE	0	Rele...	15 ML / .5 FLOZ		ILN: 43611	DW NUDE WTRFSH SPF30-2C3	DOUBLE WEAR NUDE WATI
RWAP-02-0D82	EL	Make	OEVEL - PRODUCTION	Y	BE	0	Rele...	15 ML / .5 FLOZ		ILN: 43611	DW NUDE WTRFSH SPF30-2C2	DOUBLE WEAR NUDE WATI
RWAP-04-0D82	EL	Make	OEVEL - PRODUCTION	Y	BE	0	Rele...	15 ML / .5 FLOZ		ILN: 43611	DW WL PROTECTIVE MU-3C2	DOUBLE WEAR NUDE WATI
RWAP-04-0D91	EL	Make	OEVEL - PRODUCTION	Y	BE	4	Rele...			ILN: 43611	DW WL PROTECTIVE MU-3C2	DOUBLE WEAR NUDE WATI
RWAP-04-1002	EL	Make	OEVEL - PRODUCTION	~	BE	4	Rele...	30 ML / 1 FLOZ		ILN: 43610	DW WL PROTECTIVE MU-3C2	DOUBLE WEAR NUDE WATI
RWAP-05-0D82	EL	Make	OEVEL - PRODUCTION	Y	BE	0	Rele...	15 ML / .5 FLOZ		ILN: 43611	DW NUDE WTRFSH SPF30-4N1	DOUBLE WEAR NUDE WATI
RWAP-05-0D91	EL	Make	OEVEL - PRODUCTION	Y	BE	4	Rele...			ILN: 43611	DW NUDE WTRFSH SPF30-4N1	DOUBLE WEAR NUDE WATI
RWAP-05-1D81	EL	X		~	USBE	0	In Dev	15 ML / .5 FLOZ			DW NUDE WTRFSH SPF30-4N1	DOUBLE WEAR NUDE WATI
RWAP-10-0D91	EL	Make	OEVEL - PRODUCTION	Y	BE	4	Rele...			ILN: 43611	DW NUDE WTRFSH SPF30-3N1	DOUBLE WEAR NUDE WATI
RWAP-12-0D91	EL	Make	OEVEL - PRODUCTION	Y	BE	3	Rele...			ILN: 43611	DW NUDE WTRFSH SPF30-2N1	DOUBLE WEAR NUDE WATI
RWAP-16-0D82	EL	Make	OEVEL - PRODUCTION	Y	BE	0	Rele...	15 ML / .5 FLOZ		ILN: 43611	DW NUDE WTRFSH SPF30-1N2	DOUBLE WEAR NUDE WATI
RWAP-16-1002	FL	Make	OEVEL - PRODUCTION	~	RF	5	Rele...	30 ML / 1 FL OZ		ILN: 43610	DW NUDE WTRFSH SPF30-1N2	DOUBL EWEAR NUDE WATI

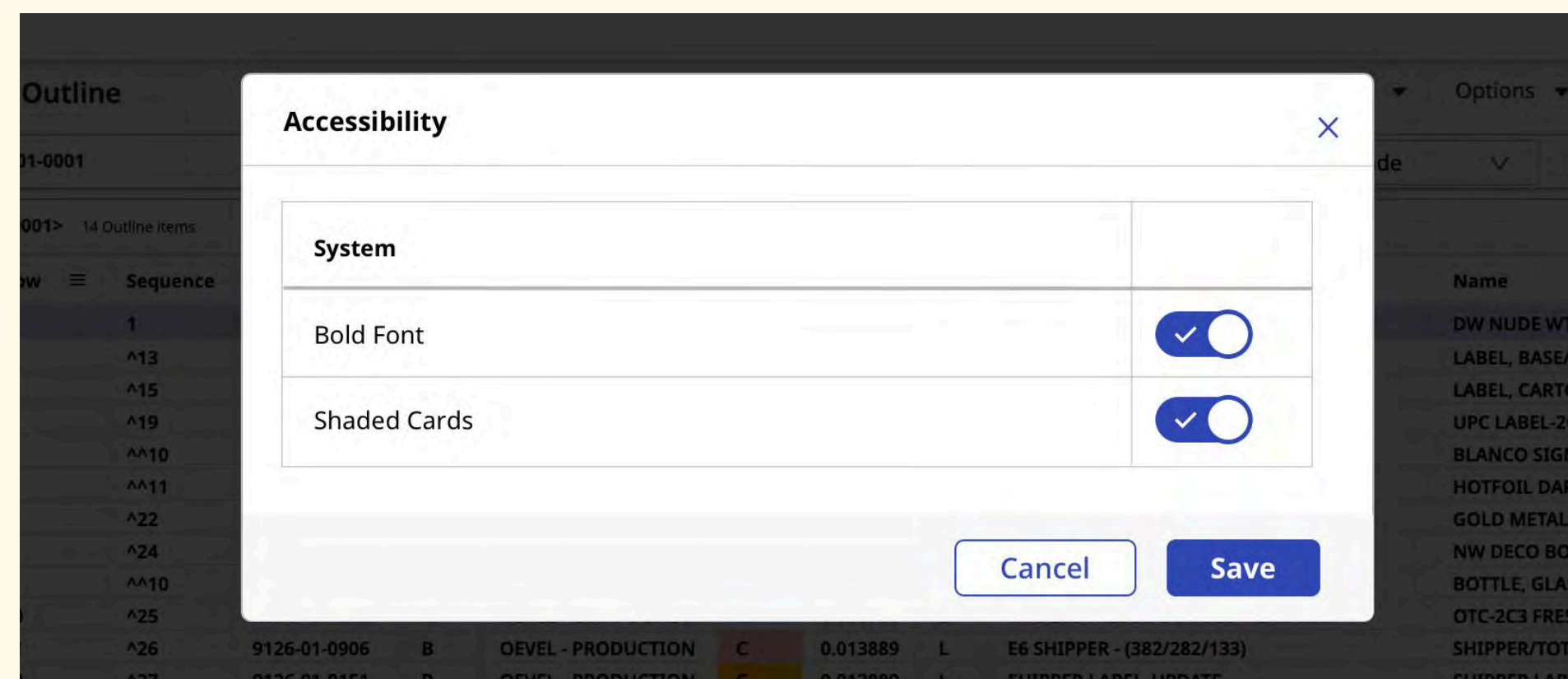
CornerStone 1.0 screens with shaded cards & bolded fonts

**Keep it
in house**

User Testing

I tested with users displaying several live mockups. I shared my screen and control to let users drive a bit:

- Users have full control via an accessibility modal. Users who didn't have an issue wouldn't need to change anything.
- The results were positive overall. I had to adjust the font bolding a bit in our live session. I used a combination of Dark Reader and the source CSS to achieve this.
- Some preferred the card shading only, while others liked both options on.



A modal provides users control over their accessibility options.

**Keep it
in house**

Moment of Insight

I knew I had the right solution when I received this comment from a visually impaired user.

“ I can see where I am now.
This is cool. ”

I think this comment hit the nail on the head. **By shading the cards, the ability to navigate the complex surroundings came more naturally.**

Like, when you enter your own bed room, you know where the dressers, nightstand and bed are located. This helps you navigate the room. By extension, seeing these defined shaded areas made it easier for our users to go to the part they needed to do their work.

Results

- Our users who were plagued by the CS contrast issues are completing their work.
- They are working at a level that is on par with users of regular ability.
- **Location. Location. Location.** Users can navigate the shaded blocks of data and **input fields are much easier to spot vs the original experience.**
- Development only grumbled slightly and the level of work was manageable.
- Even though my initial idea would have been the most flexible... I did take from the way they implemented the CSS and we applied it to Cornerstone.

What I learned?

Three years ago we were knee-deep in the white screen/clean design trend. This weighed somewhat on the decisions I made when creating the CS Style Guide and component library. During development we reduced many of the fonts from 15px to 12px in size to get more data on the screen.

Roll with the punches.

- Have empathy for business users who need more data and business users having accessibility issues.
- Be flexible. Keep what works and provide impactful options for users that are struggling.
- Iterate and look forward. A challenge like this is a opportunity to learn. Be open and take it.



PRESENT ROLE: LEAD UX DESIGNER

Goal:
Principal UX
Designer

What Sets Me Apart

FINAL PITCH

Listen First, Solve Later

Listening to users and stakeholders is the most important part of any UX process. Scope, constraints, insights are all part of a fully realized and viable solution.

Multiple Outcomes

Every potential design is a hypothesis. Flexibility, prolific ideation and testing help maximize the impact for business and users.

Personable

I am genuine, honest and forthright. I have a good sense of humor and offer a comfortable approach to bring out the best in others as well as myself.

What My Colleagues Say

FINAL PITCH

“I thoroughly enjoyed my time working with Mike, and came to know him as a truly valuable asset to our team. He is honest, dependable, and incredibly hard-working. Beyond that, he is an impressive problem solver who is always able to address complex issues with strategically and confidently. Mike is excited to tackle challenges, and takes initiative to see projects through to completion.. ”

—Andrew Zimmerman, Director of Behavioral Insights / Dopamine

“During his tenure with our company, Michael met with stakeholders, customers and development to discuss, formulate and design the user interface for RingLead’s DMS web applications. Michael excels in his ability to bring ideas from our smartest and brightest to life, balancing the needs of users with our own business goals.

Michael’s visual design skills are also excellent. We work with massive amounts of data in our DMS applications. Mike has the talent to visually organize the data and design a clean, professional and modern UI around it. Something I know our customers appreciate. ”

—Chris Hickey, CEO / RingLead

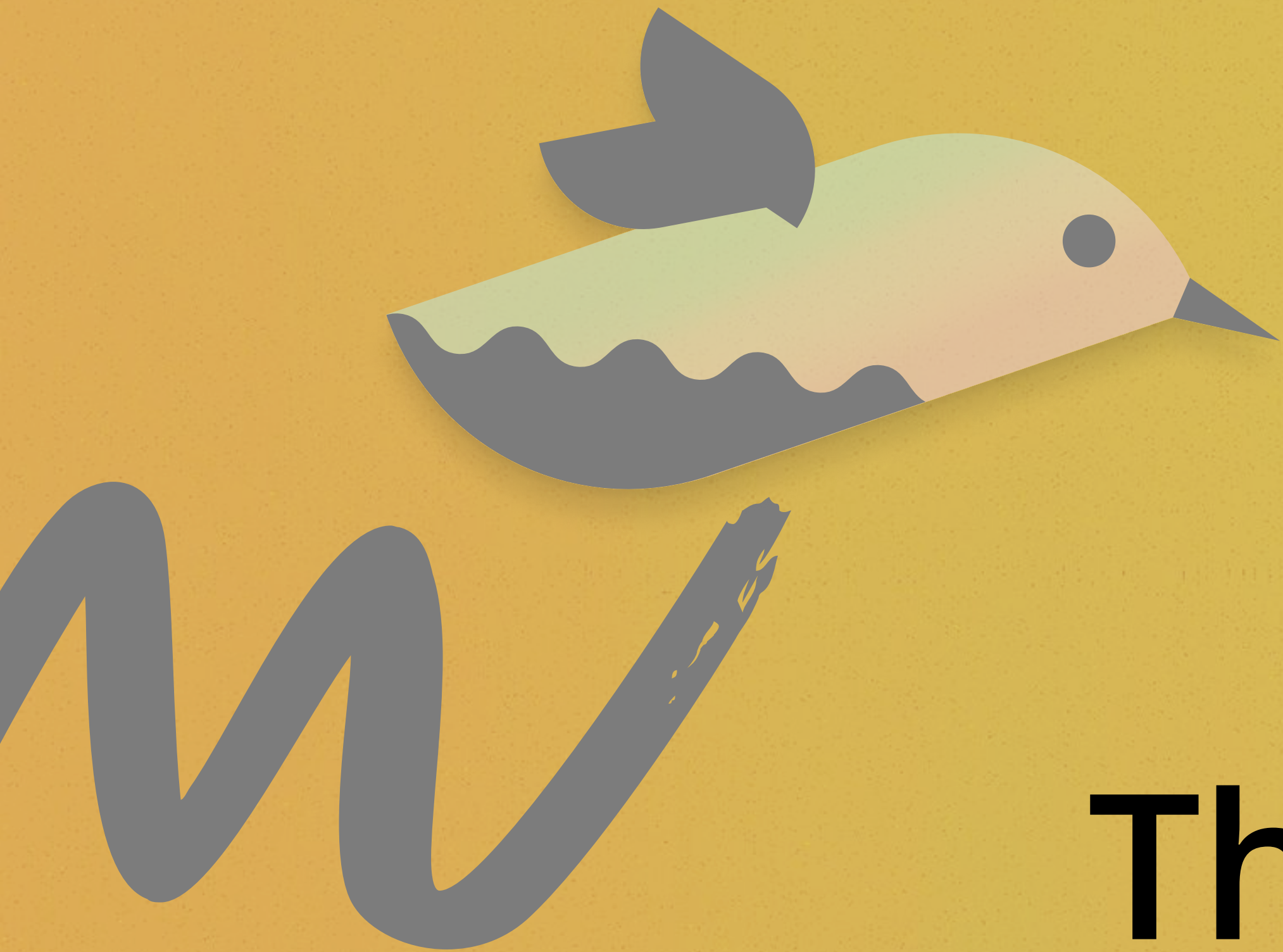
Bring It All Together

I don't just design screens, I transform how people work.

I turn complex systems into experiences that are clear, accessible, and enjoyable.

I bring teams together, keep the focus on users, and deliver impact at scale.

If you want a designer who can lead with vision and deliver with empathy, I'm the one you hire.



Thank You!

MICHAEL CULLINAN