MIKE WILSON

SENIOR PRODUCT DESIGNER · SEATTLE, WA

Product Design Lead with over 10 years of experience advocating for users and crafting impactful user experiences for B2B products, consumer web, mobile apps and e-commerce.

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KELLER WILLIAMS TECHNOLOGY
SENIOR PRODUCT DESIGNER — APR 2022–APR 2023

Keller Williams is the world's largest real estate brokerage, delivering a technology platform that powers the businesses of over 190,000 real estate agents worldwide.

- Design Lead for the Agent product design system. Maintained and expanded design system resources, including Figma libraries with color and text styles, icons, and over 230 components providing a cohesive design vocabulary for designers and product teams.

- Facilitated adoption of the design system by Agent product design teams, including twice-weekly design working sessions with designers. Identified opportunities for improvement and expansion of shared design resources, raising the bar of design quality at scale.

- Guided development of design system React components with UI engineering team, improving handoff efficiency with automated tools and templates. Provided quality assurance throughout development and tripled throughput of documentation delivery.

PRODUCT DESIGNER — OCT 2020–APR 2022

- Designed multiple-agent commission workflows that streamlined processing of ~$5B in agent commissions, eliminating a complex manual submission and approval process.

- Boosted charitable donations by nearly 50% through the strategic redesign of corporate philanthropy donation processes, enabling KW's nonprofit organizations to award over $3.9M in grants, disaster relief, coaching and scholarships in 2022.

- Streamlined commission workflows for compliance, benefiting over 192,000 real estate agents, associates and staff by increasing commission processing velocity by nearly 33%.

EXPEDIA
UX CONTENT STRATEGIST — AUG 2019–FEB 2020

- Boosted mobile app downloads by developing a targeted content strategy emphasizing key value propositions for specific user types. Collaborated with UX designers, research, and engineering to craft consistent, compelling calls-to-action across the web experience, using propensity modeling to further optimize content and user engagement.

- Ensured GDPR compliance and strengthened data-driven marketing by conducting a comprehensive competitive analysis of GDPR cookie notification designs across travel and other industries, collaborating closely with UX designers and Legal to implement GDPR-compliant best practices platform-wide.

- Increased the amount of fully-authenticated users by conducting a UI audit of all login patterns across web and native app experiences, usability testing of account recovery workflows, and redesigning account recovery emails, enabling a streamlined, consistent login experience and improved data collection and marketing across all channels.

RELEVANT SKILLS

- » Design System Governance
- » Component Documentation (Zeroheight, Storybook)
- » Design Patterns
- » Design Tokens & Taxonomy
- » Atomic Design
- » Advanced Component Design
- » Figma Components & Properties
- » Figma Shared Libraries
- » Advanced Prototyping (Figma)
- » Figma Branching/Version Control
- » Responsive Web Design
- » Native App Design (iOS, macOS, Android)
- » UX Research, Usability Testing and User Interviews
- » User Flow Diagramming
- » Wireframing & Content Architecture

EDUCATION

UX Design Certification
General Assembly Seattle
June 2017
Full-time in-person immersive program with over 400 hours of classroom instruction

Seattle Central College
Select coursework in Anthropology, Psychology, and Computer Science
2003-2005

MW

YEAH RIGHT CO.
UX DESIGNER
JUL 2018–MAY 2019

Yeah Right is a boutique creative agency specializing in branding, packaging design and illustration. They include custom web design as part of their brand identity services.

- Conducted a comprehensive UX audit of Yeah Right's packaging and branding arm. Recommended strategic changes to SEO, wayfinding and checkout, resulting in an optimized end-to-end e-commerce experience and nearly doubling their conversion rate.

- Designed, prototyped, and collaborated with front-end developers to deliver four brand-aligned, responsive e-commerce sites, helping to drive 3x to 8x total increases in sales.

- Designed a digital content marketplace to showcase and monetize original, high-quality creative assets. Created end-to-end workflows for purchasing and licensing content, enabling additional revenue streams for the agency.

ZAAHAH & THE AHA TOKEN
FOUNDING DESIGNER
OCT 2017–JUL 2018

Zaahah, an ed-tech platform for K–12 students, promotes financial literacy and extracurricular involvement. Their proprietary aHa token, a unique digital reward, incentivizes engagement.

- Owned the full UX design lifecycle from research to app launch. Designed high-fidelity functional prototypes showcasing the original aHa wallet app functionality, facilitating strategic partnerships with UNESCO and Dubai's educational regulatory agency.

UX DESIGNER
MAY 2017–JUN 2017

- Led UX design for key features within the core Zaahah platform. Designed and validated the initial gamification structure that would ultimately lead to the creation of the aHa token.

DELL EMC
PRODUCT MANAGER
JUL 2015–OCT 2017

- Led UX research to develop and launch targeted support content for over 30 product-specific forums and knowledge bases, increasing total page views by 62% and driving a 24% increase in unique visitors.

- Drove a 300% uptick in traffic and usage to business division's internal site by conducting user interviews with 24 product leads and redesigning the site's information architecture and critical sub-pages based on user research insights.

NETFLIX
CONTENT MANAGER
MAY 2012–SEP 2014

- Designed the information architecture, including content modeling and taxonomy, for Netflix's customer-facing knowledge base, coordinating with UX designers and localization teams to launch help.netflix.com in nearly 50 countries and 12 languages.

- Reduced customer contacts by 27% for the top 10 customer support issues by rewriting relevant customer-facing knowledge base content, leveraging research insights from user interviews with customers, technical SMEs and global support agents.

- Redesigned internal support content based on qualitative user research insights, contributing to a 50% lift in customer satisfaction (CSAT) and a 30% reduction in average handle time (AHT) for customer contacts and technical escalations related to those issues.

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