

Michael Watterson

MWattersonDesign@gmail.com

MWatterson.com

704.533.3217

Senior Product Designer with 8+ years of experience

I use data-driven insights, my extensive experience, and cross-functional collaboration to create innovative designs that address customer needs and deliver impactful results.

PROFESSIONAL EXPERIENCE

M.Watterson Design *UX Product Consultant - Los Angeles / Salt Lake City 2023 – Present*

Independent design studio delivering UX, branding, development, and product strategy for early-stage startups.

AutoPilot *Design Lead - Salt Lake City 2024 - Present*

- Led branding, user research, and end-to-end product design to grow Autopilot from 0 to 1
- Created a full CRM platform, designed and developed the marketing website and AI chatbot integration

Afttrparty *Co-Founder / Design Lead - Salt Lake City 2023 - 2024*

- Directed the product, brand, marketing, and strategy to lead the business to a \$7M valuation
- Led a team of 6 developers in Lithuania from inception to launch on both app stores
- Grew app to over 10K downloads, 4.24 daily average sessions per user, and a 12% conversion rate

Underbelly Creative *Senior Product Designer - Salt Lake City 2018 – 2023*

Fully embedded designer on long-term engagements with leading enterprise companies.

Square *Product Designer - Salt Lake City 2021 - 2022*

- Oversaw three different teams, effectively managing design requirements while collaborating closely with developers to enhance and ship multiple products and optimise customer risk management
- Increased user satisfaction rating by $\approx 18\%$ and lowered average user risk score by $\approx 4.5\%$

Netflix *UX Design Lead - Los Angeles 2020 - 2021*

- Led the design and development of a new information security product from start to finish
- Established a scalable design system that would allow the product to grow after my involvement
- Decreased the number of data leaks, risk, and over 100+ hours per quarter spent on vetting third-party vendors

Facebook *Product Designer - Menlo Park 2018 - 2020*

- Generated over 200M in new revenue across products (Groups, Lead Ads, Newsfeed, Pages, and Questions)
- Worked across 5 different teams to improve and ship 8 different products tested by hundreds of millions of people
- Led user research, sprints, rapid usability testing within a fast paced environment

Additional Engagements: Wingspan, RealThread, The Bible Project & others

Vivint Smart Home *Junior Product Designer - Lehi July 2017 - 2018*

- Created, refined, and tested designs for a new line of home automation services including HVAC filter replacements that integrated within the existing app
- New services generated over 1M in revenue the following year

EDUCATION

UX/UI Immersive Course - DevMountain - Salt Lake City, UT

Bachelor of Science in Business Marketing - Brigham Young University (BYU) - Provo, UT 3.8 GPA 33 ACT

TOOLS & SKILLS

Tools - Figma, Sketch, Framer, Principle, Adobe CC, G Suite, HTML / CSS, JavaScript, Asana, Jira

Skills - User Research, Information Architecture, Persona Creation, Storyboarding, Site Maps, Wire-framing, User-Centered Design, UI Animation, Data Viz, Prototyping, Dev Handoff, A/B Testing, Kickoffs, Sprints

Personal - Eagle Scout, US All-American, Collegiate Athlete, Microsoft Cup Finalist, Fluent in Armenian, Fly Fisherman, Scuba Certified, 300+ Concerts, Traveled to 23 Countries