

Michael Watterson

michaelgwatterson@gmail.com - MWatterson.com - 704.533.3217

Senior UX / UI Digital Product Designer with 8+ years of experience based in Los Angeles, CA

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

PROFESSIONAL EXPERIENCE

Aftparty Co-Founder / Design Director - Salt Lake City, UT April 2022 - Present

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

Square Product Designer - Salt Lake City, UT November 2021 - April 2022

- Supported three different teams, effectively managing design requirements while collaborating closely with developers to enhance and ship multiple products and optimize customer risk management
- Increased user satisfaction rating by $\approx 20\%$ and lowered average user risk score by $\approx 15\%$

Netflix Design Lead - Los Angeles, CA November 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, CA July 2018 - 2020

- Contributed across 5 different teams to improve and ship 8 different products tested by hundreds of millions of people (Group Monetization, Lead Ads, Newsfeed, Pages, and Questions)
- Acquired valuable skills in user research, sprints, rapid usability testing, and moving at a high-paced environment

Vivint Smart Home Jr. Product Designer - Lehi, UT July 2017 - 2018

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

Uber, Vivint Solar, Mobile Roadie Product Marketing Intern - Multiple Locations June 2014 - 2016

- Conducted research, created mockups, websites, logos, marketing materials and more

EDUCATION

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

BYU BS Business Management, Marketing — Provo, UT 3.8 GPA 33 ACT

MISCELLANEOUS

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

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

Personal Eagle Scout, US All-American, Collegiate Athlete, Ping-Pong Club VP, Fluent in Armenian, Microsoft Cup Finalist, E-Comm Fashion, 23 Countries, Fly Fisherman, Gardener, Scuba Diver, Aquascaper, Concert connoisseur