



# Mike Sierra

Mikesierra.me

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## Summary

Principal Product Designer with 13+ years leading end-to-end design for consumer and enterprise platforms, from Google to venture-backed startups. Known for turning complex workflows into scalable design systems, driving measurable business results — including up to 18x revenue growth — and using AI tools daily to accelerate ideation, prototyping, and research.

## Skills

**Design:** Product Design, UI/UX Design, Design Systems, Interaction Design, Wireframing & Prototyping, User Research, Usability Testing, A/B Testing & Analytics, 0-to-1 Product Design, Motion & Animation

**Leadership:** Cross-functional Collaboration, Design Team Hiring & Mentorship, Design Advocacy & Stakeholder Alignment, Customer Advisory Boards

**Tools:** Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere, Adobe Lightroom, Adobe Acrobat, Cinema 4D, HTML/CSS

**AI Tools & Workflows:** ChatGPT, Gemini, Claude, Figma AI, Midjourney, Internal Google AI Tooling — applied daily for ideation, rapid prototyping, research synthesis, and design workflow automation

## 2024-Present

### Principal Designer - Google Maps

Leading design for Calypso, the internal tool that powers how Google Maps data is built and maintained — translating highly technical, high-stakes workflows into intuitive experiences for teams across the company.

- Design and evolve Calypso, an internal map-building tool used daily by teams that create and maintain Google Maps.
- Integrate AI tools into daily design workflows — accelerating ideation, generating UI variations, synthesizing research, and automating repetitive production tasks.
- Partner with power users, designers, engineers, and product leads to surface workflows, constraints, and edge cases that shape the product roadmap.
- Translate complex map-editing and data-authoring workflows into clear, efficient, and scalable tool experiences.
- Contribute to the Maps design system, building shared components and interaction patterns adopted across teams.
- Drive cross-team alignment on design standards to ensure consistency, usability, and long-term system health.

## 2022-2024

### Principal Designer - Lula

Owned product design for Lula's core platform end-to-end, aligning cross-functional teams around a unified design system and shipping improvements that measurably lifted conversion and engagement.

- Owned end-to-end product design — ideation, wireframing, prototyping, and engineering handoff — for the core platform.
- Partnered with product managers, engineers, and customer success to gather requirements and translate them into wireframes and high-fidelity designs.
- Optimized UI based on analytics, A/B testing, and user feedback, improving conversion and engagement metrics.
- Built and maintained style guides and a design system to standardize visual language and interaction patterns.
- Worked closely with front-end developers during implementation to ensure design fidelity in shipped code.
- Hired, managed, and mentored design team members.



**2022-2016**

## **Principal Designer - LeanTaaS**

Scaled design as a strategic function over six years, leading the company's highest-impact initiatives, building its design system from the ground up, and earning design a seat at the leadership table.

- Owned product design end-to-end — from discovery through high-fidelity design to engineering handoff — across multiple product lines.
- Led design on the company's largest-scale initiatives, partnering with stakeholders across the organization.
- Conducted and synthesized user research to inform design and product decisions.
- Developed and evolved core design system components and design principles.
- Advocated for design across leadership levels, establishing it as a strategic, integrative function.
- Founded and led a ten-member Customer Advisory Board to deepen user insight and trust.
- Hired, managed, and mentored design team members.

**2016-2014**

## **Lead Designer - Datanyze**

Built and led product design from the ground up, shipping a widely adopted Chrome extension and helping drive revenue growth from \$1M to \$18M+.

- Owned product design from concept through launch, including user research, wireframing, and usability testing.
- Designed the "Insider" Chrome browser extension, growing it to 80,000+ daily active users.
- Led marketing design and built out the design system.
- Hired and managed a front-end developer and a two-person design team.
- Played a key role in growing revenue from \$1M to \$18M+ and daily active users from 22 to 40,000+.

**2013-2014**

## **Product Designer - Carta**

Owned interface design for Carta's stock management platform, operating as a hybrid designer/PM to shape the product from concept through launch.

- Owned interface design for a stock management platform, from ideation and research through launch.
- Operated as a hybrid Product Designer/PM, translating user needs into product solutions.
- Designed, evolved, and maintained design system components.
- Created animation and interaction design, including a signature "stock exercise" confetti animation.

**2013**

## **Product Designer - Apple**

Designed internal tools for Apple's back-end data teams, managing projects through the full design cycle while upholding Apple's design system standards.

- Managed projects through the full design cycle — concept through engineering handoff — for internal back-end data tools.
- Partnered with cross-functional stakeholders and fellow designers to iterate solutions within Apple's design system standards.

## **Education**

**Bachelor of Science, UX/UI Design & Interactive Media** - San Francisco Art Institute 2011

**Associate Degree, Film & Media Production** - De Anza College