



Mike Sierra

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2022-2024

Principal Designer - Lula

- Owned end to end product design from ideation, wire framing & prototyping, to engineering hand off
- Collaborated with cross-functional teams including product managers, engineers, and customer success to gather requirements and create wireframes
- Optimized UI designs based on analytics data, A/B testing results, and user feedback to improve conversion rates and engagement metrics
- Developed style guides and design systems to maintain consistency in visual elements, typography, colors, and interactions
- Worked closely with front-end developers during implementation phase to ensure accurate translation of designs into code
- Hired, managed, and mentored other design team member

2016 - 2022

Principal Designer - LeanTaaS

- Owned product design projects end to end, from discovery, to high fidelity design, and final handoff
- Worked closely with multiple stakeholders to complete various design projects
- Lead design on larger scale projects and efforts
- Conducted user research sessions and analyzed findings to inform design tasks
- Developed and evolved design system components and design principles
- Advocated design throughout multiple levels of leadership to help grow design as an integrative resource to further innovation
- Managed and mentored other design team members
- Established ten member Customer Advisory Board to gain deeper insights and trust

2014 - 2016

Lead Designer - Datanyze

- Owner product design from start to finish
- Conducted user research, wire-framing, and testing
- Designed "Insider" Chrome browser extension, that grew to over 80,000 daily active users
- Marketing and design system design
- Hired and managed design front-end developer and two person design team
- Played a key role in growing revenue from \$1 million to over \$18 million, and daily active users from 22 to over 40,000

2013 - 2014

Product Designer - Carta

- Interface design for stock management platform
- Owned design from ideation, research, wire framing, to launch
- Worked as a hybrid Product Designer/PM to understand user needs and turn those into meaningful product solutions
- Helped design, evolve, and maintain design system components
- Animation design and interactions, including "stock exercise" confetti animation



2013

Product Designer - Apple

- Managed projects through entire design cycle to final hand off to engineering teams
- Designed tools for multiple internal back-end data teams
- Worked closely with multiple stakeholders to design, iterate, and evolve solutions
- Collaborated with other designers on feedback, new solutions, and Apple design systems standards

2011 - 2013

Product Designer/Developer - Fanhood

- Design for online gaming sports betting platform
- Designed multiple animated 3D and GIF assets in Photoshop, Illustrator and Adobe After FX
- Took designs from concept to finalization, to CSS and HTML front-end development
- Owned project initiatives from conception and research to product launch

2009 - 2011

Design Internship - Santa Clara Water District

- Design for online customer facing platforms
- Designed print collateral for internal and customer facing reporting, charts, info-graphics, banners, and ads
- Worked closely with on campus print house to ensure document print standards and quality
- Photography for multiple printed reports and handouts

2011

Bachelor of Science - San Francisco Art Institute

- User interface design & UX practices

Skills

User interface design

User experience design

User research

Wireframing & prototyping

Design process standardization and creation

Team management and mentorship

Technical

Figma

Sketch

Motion & animation (Cinema 4D, After Effects)

Adobe Creative Suite (Photoshop, Illustrator, InDesign,

Acrobat, After Effects, Premiere, Light Room)

Education

Bachelors of Science - UX/UI Design and Interactive media

Associates Degree - Film and Media Production

6 Year AIGA member