

MICHAEL POWERS

Sr. Product Designer + Specializing in product systems, AI workflows, and data-rich accessible UX at scale

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PROFESSIONAL SUMMARY

Product Design leader with 25+ years in digital and visual design and 6+ years driving UX for data-rich web and mobile products, from customer-facing and B2B experiences to internal platforms and tools. Recent work centers on AI-driven workflows, cross-product systems, and scalable design patterns that bring clarity and cohesion to complex, multi-step journeys. Leads end-to-end design across platforms and teams, adding clarity to experiences that build user confidence, strengthen consistency, and support measurable product and business outcomes.

EXPERIENCE

AIVA · Calgary, AB (September 2025 – Present)

Head of Product Design

Designed and directed end-to-end product experiences for AIVA, an early-stage AI platform helping teams build, refine, and deploy complex workflows with clarity and control.

- Designed core AI features—including Service Creator, Document Generator, and Access Control—translating complex data, role-based permissions, and safety guardrails into clear visual workflows and dashboard-style status views.
- Built the AIVA Design System in Figma with scalable components, typography, color tokens for unified cross-app use, and defined accessibility goals for AI-assisted interfaces
- Partnered with engineering and founding members to integrate LLM-driven interactions and accelerate iteration through high-fidelity prototyping
- Led end-to-end UX and visual design for AIVA's Android/iOS app, enabling remote monitoring and control of complex workflows

Electronic Arts (EA) · Kirkland, WA (May 2022 – June 2025)

Senior Product & Experience Designer

Shaped cross-functional product experiences at Electronic Arts by guiding UX strategy and design for internal tools and platforms used across global game studios.

- Directed product design for internal tools and operational dashboards, including moderation systems, brand portals, and cross-team workflow applications
- Led a unified brand identity initiative across eight pods, aligning logos, typography, color, and illustration systems for consistent product experiences within one quarter
- Spearheaded a shared design system in Figma, including dashboard and data visualization patterns, improving accessibility and reducing UI inconsistency across products and teams
- Embedded accessibility into the design process, improving compliance and usability while raising audit scores and usability ratings by 20% within six months
- Standardized key UI components and annotated design files, reducing engineering clarification by 40% and accelerating implementation across teams

RoundGlass · Bellevue, WA (Feb 2020 – May 2022)

Senior Product Designer

Led end-to-end design of web and mobile wellness tools at RoundGlass, a holistic health platform, increasing engagement and supporting growth through user-centered solutions.

- Redesigned a multi-platform wellness app for web, iOS, and Android, improving usability and consistency; helped reach 4.8+ App Store rating and boost engagement
- Designed and launched a responsive booking flow for providers and clients, increasing completed bookings by 30% within three months across B2B and B2C flows
- Led UX and prototyping for an internal operational tool, including dashboard views and performance metrics, reducing support requests by 35% through improved structure and visual clarity

Spectrum Screenprint & Embroidery · Minneapolis, MN (2002 – 2019)

Creative Director / Contract Designer

Oversaw the art department for 13 years at Spectrum, a regional apparel and merchandise company, managing screen print and embroidery design from concept through final production.

- Helped launch one of the first commercially viable Direct to Garment printing operations in the region, increasing production throughput by 40% within 18 months
- Led a rebrand and implemented new design tools that boosted client retention and drove an estimated \$250K increase in gross profits over two years
- Maintained national client relationships by delivering high-impact campaign design across apparel and packaging, supporting over \$1M in recurring revenue during tenure

PROFESSIONAL SKILLS

Product Design & UX

- End-to-end flows, information architecture, and drill-down dashboard design
- Interaction design, microinteractions, and prototyping (Figma, XD)
- UX writing, content strategy, and design documentation
- Design systems, component libraries, and implementation support
- Usability testing, heuristic evaluation, and experience audits
- Accessibility-first design with WCAG compliance

Visual & UI Design

- Responsive UI for web and mobile
- Brand identity systems and typography hierarchy
- Iconography, layout systems, and visual consistency
- Digital illustration and asset creation

Tools & Platforms

- Figma (advanced), Adobe Creative Suite (Photoshop, Illustrator, XD)
- Framer, Webflow, Notion, Zeplin
- Miro, Jira, Confluence
- Looker (analytics dashboards)

Technical Literacy

- Basic familiarity with HTML/CSS, Git/GitHub, Swift/Xcode

Core Strengths

- Product strategy, UX thinking, and rapid iteration
- Accessibility advocacy and testing practices
- Strategic partnering and cross-functional collaboration
- Agile methodology and stakeholder communication

PUBLICATIONS

Origin of Species: A Wampyr Novel (2026)

Sangsmyth Books

Author of *Origin of Species: A Wampyr Novel*, the dark and thrilling sequel to *The Well of Gilgamesh*, deepening the series' horror and psychological tension while expanding its science-themed mythos. The grand debut is scheduled for the fall of 2026.

Midnight at the North Shore: A Wampyr Novella (2019)

Sangsmyth Books

Author of *Midnight at the North Shore: A Wampyr Novella*, a dark literary novella blending horror, suspense, and psychological tension. Originally published in 2019, it serves as the retroactive introduction to the Wampyr Novel Series and is scheduled for re-release in the fall of 2026.

The Well of Gilgamesh: A Wampyr Novel (2016)

Sangsmyth Books

Author of *The Well of Gilgamesh: A Wampyr Novel*, a literary vampire thriller blending horror and gothic noir. Originally published in 2016, with a re-release slated for the fall of 2026.

EDUCATION & CERTIFICATIONS

Udemy (2025)

The Complete AI Guide Certificate

Explored core AI concepts and hands-on use of generative tools for real-world applications

Deque University (2024 – 2025)

Accessibility Training Certificates

Comprehensive coursework in WCAG, inclusive design, semantic HTML, and accessible UI patterns

Career Foundry (2019)

UX/UI Design Certificate

Mentor-led training in user experience and interface design

Hawkeye Community College

Associate of Applied Arts Degree

Commercial Art