

WYATT MICHEL

Chicago, IL | Austin, TX

+1(847)997-8147 | wm-design@pm.me | www.wyattmichel.com | linkedin.com/in/wmichel

PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years owning complex B2B products from problem definition through launch. Proven ability to operate as a design authority across multi-team environments, translating ambiguous problems into shipped product experiences that move measurable outcomes. Uses AI as a core part of the design process to move fast, validate early, and stay aligned with engineering through delivery.

WORK EXPERIENCE

UX Designer (Product Design) | IBM Cloud | Austin, TX Jun 2021 – Present

IBM Cloud Backup & Recovery (Design Lead, Shipped Q4 2025 across 5 global regions)

- Positioned design as a strategic driver of the product roadmap through user research and empathy. Gathered and presented client insights to 233 IBM and partner stakeholders, influencing 3 new product roadmap commitments.
- Advocated for a foundational product architecture change, backed by research I conducted with 9 sponsor user engagements. Eliminated customer infrastructure management overhead and reduced onboarding complexity by 50%, unblocking enterprise customer adoption with security-conscious accounts.
- Led end-to-end UX strategy and execution for the enterprise service, owning the experience with 70+ UI pages and driving 80+ enhancements that achieved a UMUX score of 5.5/7.
- Mentored design team on IBM Carbon design system and accessibility principles, ran cross-organizational UX alignment syncs, and created public marketing demo videos and launch assets to support GA.

Cloud Platform Redesign (In progress, estimated Q4 2026 delivery)

- Contributing to a full platform redesign for 10,000+ monthly users projected to reduce time on task by half through AI-enabled search, navigation, monitoring, and personalization.
- Building rapid "80% there" prototypes using Figma Make, including a redesigned global navigation, to enable engineering alignment within the sprint in place of formal handoff.
- Utilizing LLMs throughout engineering-adjacent 2-week design sprints to maintain shipping velocity. Generate first-pass UI layouts and content within design system constraints, draft research plans, and surface edge cases and risks before committing direction.

Project Databunker (UX & Visual Design Lead, Vision phase for IBM Cloud Backup & Recovery)

- Defined the UX and visual design north star for a greenfield backup platform before major development began. Facilitated design thinking co-creation workshops with 12 cross-functional participants (STSMs, PMs, Engineering) whose outcomes directly informed vendor selection and product roadmap commitments.
- Led competitive analysis across AWS, Azure, and GCP to identify experience gaps in regulated-industry workflows, and conducted unmoderated user testing with 8 enterprise customers to validate user flows.
- Designed high-fidelity mockups that influenced visual direction and established the foundation for the Q4 2025 GA launch.

IaaS VPC Storage (Led creation and delivery of 8 new feature designs across 4 storage products)

- Built and maintained an evolving Figma design system with high-fidelity mockups, components, and prototype templates for 6 IaaS Storage products, enabling designers to iterate 50% faster and deliver features 75% more efficiently.
- Led high-level technical discussions with senior engineers to align architecture with user goals, reducing task complexity by 30%.
- Facilitated an AI tools learning series attended by 15 designers, upskilling the team to complete repetitive sprint tasks in 50% less time.

EDUCATION

Savannah College of Art and Design (SCAD) | BFA, User Experience Design; Minor in Graphic Design | 2019–2021

Relevant coursework: Human Factors, Human-Computer Interaction, Prototyping for Electronics, Information Architecture

SKILLS & TOOLS

AI Specializations: Agentic & conversational UI, intelligence-embedded product flows, chat-based interfaces, LLM-aided rapid product design methodologies

Cross-Functional Leadership: Stakeholder alignment, design critiques, workshop facilitation, QA fidelity reviews, design intake & scoping, designer coaching & capability development

Core UX: End-to-end product design, design thinking, user research & usability testing, journey mapping, information architecture, design systems, accessibility (a11y), data visualization, prototyping

Tools: Figma (5+ years), Figma Make, Claude, Cursor, Vercel v0, LLM-assisted design workflows, design systems, Amplitude, Mural, InVision, Webflow, Adobe Creative Suite, Jira, Airtable

ADDITIONAL

Awards: IBM Cloud File Storage for VPC — Cloud Awards Best in Category (2024), Cloud Stratus Award (2024), GOOD Design (2024) · IBM Cloud Bare Metal for VPC — iF Design Award (2023) · 222 Solutions Mobile App — Indigo Awards Gold (2021) · Trucan Mobile App — Gold (2021)

Mentorship: Mentored student design team to 1st place at 2025 Student Service Design Challenge · Presents on AI-assisted design workflows to IBM design community