michael kaufman

product designer, researcher, and strategist

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work experience

Product Designer SALT

October 2020 - Present

I work alongside product management, engineering, marketing, loan ops, and corporate development teams to create and deploy new crypto products, as well as improve the user experience and growth strategy of core products. I use a combination of user interviews, behavioral analytics, surveys, and competitive analysis to create intuitive user interfaces, marketing funnels, and commercialization strategy for products all across the SALT ecosystem. I work with internal teams and external partners to lead user experience and commercialization strategy for a series of embedded lending API products. I led the design of a crypto derivative and modular trade strategy platform, currently used internally as well as packaged as a SaaS solution. I've provided designs and developer coordination for numerous features and integrations to help automate and streamline customer facing products, as well as a complete redesign of SALT's internal Loan Management System.

UX Designer & Researcher Blackhawk Resources

January 2020 - October 2020 (Contract)

I led the design from idea through development of an enterprise-scale derivative trading and risk management platform for internal brokers and their B2B clients. I conducted user interviews with brokers, traders, and company leadership to identify pain points in existing work-flows and legacy software, encompassing six layers of end-user personas, and multiple international commodity trading markets. I built developer-ready interfaces, design system, and instructional guides for stakeholders.

UX Designer & Jr. Product Manager Minklist Digital

September 2019 - May 2020

I implemented a full platform refresh including usability studies, responsive UI, & design library. I worked with marketing team to release a fresh brand identity & strategy. I owned product management tasks, including writing & managing OKR's, managing weekly tasks between product & engineering, and training new team members. I coordinated between design & development teams in a dynamic, fast-paced startup environment.

Lead Product Designer & Strategist SensAI Wellness

October 2018 - May 2020

I led a three person design team to create & launch a digital therapeutic platform for users with Autism. I helped design & conduct two twenty-plus participant focus groups, as well as interviews & surveys. I produced developer-ready mobile interfaces & provided design guidance through development.

skills

Design

Wireframes
Interaction Design
Information Architecture
Design Systems
Visual Design
Prototypes
Animation

UX Method

Storyboarding
Persona Creation
User-Flow Mapping
Quantitative Survey
Qualitative Interview
Usability + A/B Testing
Behavior Analytics
Usability Audit
Gamification

Product Strategy

Competitive Analysis
Product Management
Sales Funnel Design
Marketing Strategy
Market Validation
Sprint Planning
GTM Strategy

Software

Figma
Sketch
Adobe XD
Illustrator
InDesign
Photoshop
Elementor
Wordpress
Sendgrid
Heap Analytics
Google Analytics
Google Optimize
Userbrain
SEMrush
Miro

continued

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Designer CR Architecture + Design

2015 - 2017

Worked with a team of architects on projects for Fortune 500 clients across the US. Adapted designs to site-specific parameters while adhering to strict corporate brand guidelines. Ensured no discrepancies arose from design to development through frequent construction site visits.

education

Master of Architecture Ohio State University, 2019

B.S. in Architecture University of Cincinnati, 2015

professional courses + certifications

Gamification & Behavioral Design 2022

Advanced Cryptocurrency Trading, Strategies 2022

Product Management 101 2022

recognitions

American Advertising Federation Gold "Addy," Online/Interactive Category, 2019

American Institute of City Planning Outstanding Student Project Award, 2018

DAAPWORKS Senior Capstone Project, Director's Choice, 2015