



# michael trovela product + ux design

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I bring strategy and craft together to create clarity—designing systems that scale, empower teams, and make technology more human.

## career summary

Lead Product Designer with 10+ years of experience designing scalable, human-centered systems and products—bringing UX strategy and visual clarity to wellness and fitness tech teams. I pair systems thinking with hands-on execution—driving outcomes across enterprise, consumer, and mission-driven spaces. Currently focused on wellness and fitness tech, where behavioral design, accessibility, and data visualization intersect to improve everyday health and human connection.

### Scalable Systems

Built modular libraries that cut implementation time and improved team efficiency.

### Strategic Execution

Shipped WCAG-compliant products powered by deep research and rapid iteration.

### People-First Leadership

Led cross-functional teams with empathy, clarity, and measurable results.

## skills & tools

UX Research

Design Systems

Accessibility (WCAG)

Agile

Figma

Framer

Webflow

Miro/Mural/Figjam

HTML/CSS

Adobe CC

GPT 4o (research & assistance)

Claude (dev support)

Otter.ai (transcription analysis)

MS Office

## experience

### Thinkso Creative, New York, NY | Freelance UX/UI Lead (Jan 2024 – May 2024)

- Created a flexible design system and component library for a wealth management client, reducing design-to-dev friction and cutting implementation time by 30%
- Led cross-functional working sessions to align UI solutions across content and development teams during fast-paced agile sprints

### VSA Partners, New York, NY

#### **Creative Director (Apr 2020 – Sep 2023)**

- Directed design systems and product launches for IBM and Cole Haan, and partnered with Morningstar's brand and product teams to build a unified design system
- Developed UX strategies that increased usability and improved key engagement metrics
- Mentored a team of 5+ designers, resulting in faster delivery timelines and elevated creative quality

#### **Associate Creative Director (Mar 2017 – Mar 2020)**

- Led UX and visual design for Affirm and YWCA, shaping content-forward, responsive systems in collaboration with engineers and PMs



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## experience (continued)

### **Senior Designer (Apr 2014 – Mar 2017)**

- Designed brand and digital experiences for IBM and Spectrum Enterprise
- Applied lean UX and atomic design practices to improve team efficiency and consistency

### **Hostos Community College, Bronx, NY | Adjunct Professor (Feb 2015 – Feb 2017)**

- Taught Adobe Creative Suite and digital literacy to diverse and neurodiverse learners through inclusive, project-based curriculum
- Introduced accessibility best practices and fostered visual storytelling, improving class retention and engagement

### **Infinia Group, New York, NY | Senior Designer (May 2012 – Mar 2014)**

- Designed marketing and communication assets for Mount Sinai Hospital, Ludwig Cancer Research, and Travelers Insurance
- Contributed brand direction for a startup beauty brand, helping establish their initial identity and go-to-market collateral
- Created infographics and editorial layouts tailored for healthcare and nonprofit audiences
- Supported new business efforts and collaborated with strategists on client pitch decks and internal communications

### **Various Agencies, New York, NY | Early Brand Design Roles (Jun 2009 – Apr 2012)**

- Produced brand assets, packaging, and digital content for hospitality, wellness, and CPG brands
- Built press-ready files and new business decks for agencies including Prophet, Jack Morton, and Stag & Hare
- Adapted brand systems for cross-channel consistency

## select highlights

- Launched modular design system for Mercer Advisors, cutting implementation time by 30%
- Directed UX/UI redesign for Cole Haan, streamlining purchase flow and elevating mobile experience
- Increased YWCA campaign engagement by 20% through digital design leadership during BLM

## approach

### Empathetic

I foster inclusive collaboration and design for clarity

### Curious

I explore, test, and iterate rapidly

### Systematic

I build scalable patterns that accelerate delivery and ensure consistency

### Balanced

I toggle seamlessly between big-picture vision and detailed execution

## education

**General Assembly** | Certificate in UX Design  
**Rhode Island School of Design** | MFA, Graphic Design  
**San Francisco State University** | BA, Fine Art, Painting