

# Michael Kochenburger

## EXPERIENCE

### Stealth Startup - Head of Design & Product

Feb. 2024 - Feb. 2025, Remote

Led design, research, and content for product and marketing.

- Defined and led product strategy, prioritizing features for max user impact.
- Led UX research and UI design for the flagship product MVP, shaping user experience and interface.
- Launched MVP and marketing site, driving early adoption.

### Bellum & Bowlero - Director of Product Design

Nov 2021 - Feb 2024, Remote | *Bowlero acquired Bellum in 2023*

Led design strategy and execution, driving best practices across venture design.

- Led Design and Art-Direction on two distinct products (UX, UI, and System).
- Built & led a 6-person design team across 3 different products and 4 timezones.
- Drove a design-first culture through workshops and cross-functional collaboration.

### Arcade - Director of Design

Jan 2021 - Nov 2021, Remote

Oversaw all aspects of design, achieving key milestones in just 8 months:

- Led Arcade's rebrand.
- Developed a streamlined design system for rapid product iteration.
- Launched a new marketing website and flagship product.

### FIS Global - Senior UX Designer

Sep 2020 - Jan 2021, Remote

Part of the Impact Labs innovation team, working on 13-week product cycles.

- Spearheaded design system and style guide development.
- Drove design thinking through workshops and team collaboration.

### Savvy Apps - Product Designer

Aug 2019 - Sep 2020, Remote

Key designer for various mobile and desktop applications, collaborated closely with engineers.

- Delivered wireframes, user flows, final designs, illustrations, and animations.
- Developed and maintained design systems to enhance client products and internal offerings.

### Medi-Share - Lead Product Designer

Nov 2018 - Aug 2019, Remote

Led Product Design & Art Direction on all digital products, reporting directly to C-level executives.

- Managed the entire product design lifecycle.
- Focused on maintaining and improving Medi-Share's flagship CRM.

## EDUCATION

### Valencia College | AAS Graphic Design

Jan. 2013 - Dec. 2014 (*Partial Completion*)

### Udacity | Grow With Google Scholarship | Front-End Nanodegree

2018

## Contact info

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Website [kocothedesigner.com](http://kocothedesigner.com) (portfolio)

## TOOLS & EXPERTISE

### Design & Prototyping

#### Skills:

Wireframing, UI/UX Design, Rapid Prototyping, User-Centered Design, Conversion Optimization, 3D & 2D Illustration

#### Tools:

Figma, Adobe XD, Sketch, Webflow, Framer, Spline 3D, Reality Composer, Blender

### User Research & Data-Driven Design

#### Skills:

Usability Testing, UX Research, A/B Testing, Accessibility (a11y), Behavior Analytics, Cognitive Walkthroughs, Heuristic Evals

#### Tools:

UserTesting, Hotjar, Google Analytics, Mixpanel, Amplitude, FullStory, Maze, Optimizely, VWO, Crazy Egg, Lookback, Optimal Workshop

### Design Systems & Scalable UI

#### Skills:

Component Libraries, Atomic Design, Design Tokens, Accessibility in Design Systems, Scalable UI Architecture (Design for scale)

#### Tools:

Figma, Zeplin, Storybook, Tokens Studio, Tailwind, Chakra UI, Material UI, Ant UI

### Collaboration, Leadership & Workflow

#### Skills:

Product Strategy, Agile & Scrum, Cross-Functional Collab., Sprint Planning, Design > Dev Handoff, Feature Prioritization, Product Roadmaps

#### Tools:

Jira, ClickUp, Confluence, Asana, Trello, Slack, Loom, Figjam, Miro, Notion

### UI Motion & Interaction Design

#### Skills:

Microinteractions, UI Motion Design, Interactive Prototyping, UX Animation, CSS Animations, WebGL

#### Tools:

Lottie, Principle, After Effects, Rive, Three.js, GSAP (GreenSock), Webflow Interactions, Framer Interactions, Spline 3D