

**Michel Milano**  
Product Design and User Experience  
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510.292.4766

Product Designer with extensive experience crafting a holistic, intuitive, and inclusive user experience for web and mobile products from conception to execution.

- Strategic, conceptual, and empirical problem solver.
- Passionate about synthesizing business goals and technology into a user experience driven by user needs and invention.
- Vision creator with hands-on execution.
- Director, leader, and mentor of design teams.
- Expert in strategic design thinking, design-driven product iteration, and interaction design.
- Thrives on complexity.
- Significant technical experience.

## EXPERIENCE

### **Independent Design/Development**

2017 – 2020

Self-directed product design work to develop ideas centered on machine-learning model operationalization, monitoring, and data management.

### **Director, Product Design/UX Alpine Data (acquired by Tibco)**

06.2014 – 11.2016

Director of Product Design/UX for Alpine Chorus, a data science/machine learning, and collaboration platform used by Fortune 500 teams for predictive business analytics.

- Product management and product design over ten releases.
  - UX is the key factor for positioning in Gartner Advanced Analytics Magic Quadrants in 2014 – 2016.
  - 10x increase in user growth after product design transformation (2015).
- Created strategic vision for product roadmap.
  - Decomposed holistic vision into incremental releases.
- Design and direction that unified separate tools into a single seamless product experience, with transformation to a new intuitive UI.
- Designed Touchpoints, a code-free application that makes data science accessible to anyone in the organization.
  - Expands the user-base for enterprise analytics.
  - Patent-pending.
- Designed the data-visibility, role, and permission new product features.
- Designed dashboard system.
- Manager, UX/product documentation team.

### **Design Director; Design Manager; UX Architect CA Technologies**

12.2009 – 12.2013

Creative director, group leader, mentor, and design evangelist for the enterprise Product Design organization.

- Lead on concept development and hands-on delivery of strategic design projects across multiple business lines/domains:
  - Application performance management
  - Network monitoring
  - Access and identity compliance
- Owner of the experience design system for CA products, web and mobile.
  - Unified user experience across multiple web and mobile products, including, tone, style, and visuals.
  - Defined the CA Mobile Design Language.

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- Created and designed Executive Insight, an application enabling IT-to-Business communication by connecting IT performance to key business metrics.
  - First internally-grown mobile application at CA.
  - CA's "most innovative product" of 2012.
  - Patent-pending.
- Creative director, product design organization.
- Manager, west-coast design team.

### **User Experience Design Consultant**

2008 – 2010

*Key clients/projects:*

- Evernote
- Mobile Payments (entrepreneurial)
- Essentia Software

### **Senior User Interaction Designer**

**PayPal**

05.2007 – 06.2008

UX team lead in Merchant Experience/Partner Experience business line. Owner of design for business merchant accounts.

- Designed the next-generation reboot of the merchant platform.
  - Translated business requirements into design specifications and interactive wireframes for merchant accounts.
  - Refined UX improvements with iterative user feedback.
- Led design team for stand-alone payment products while working with international cross-functional teams.
- Pioneered Agile scrum software processes within PayPal. Planned and directed user experience team deliverables across multiple parallel sprints.

### **Lead User Experience Designer**

**CollabNet**

05.2003 – 05.2007

User experience group lead for software development/ALM SaaS collaboration platform.

- Design leadership from requirements to implementation for all constituent apps and over five major releases.
- Responsible for interaction, interface, and design principles guiding the platform.
- Advocated, evangelized, and taught best practices and user-centered development to engineering teams.
- Mentored designer from junior role into senior leader.

### **Senior Interaction Designer**

**Intraspect Software**

10.2000 – 05.2002

### **Senior Designer/Developer**

**Metrius / KPMG Consulting (originally Verso)**

10.1997 – 06.2000

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**SKILLS & TOOLS**

**Professional**

- Agile (multiple flavors) & iterative design
- Deliverables – design scenarios, mockups, requirements specs, site maps, specifications, standards, user flow diagrams, wireframes
- Design thinking & product thinking
- Product/design evaluation – competitive/comparative analysis, cognitive walkthroughs, heuristic review, task analysis, informal user testing
- Prototyping – low to high fidelity
- Typography
- Visual design

**Software**

- Design tools: Adobe CS, OmniGraffle, Sketch
- Dev tools

**Technical**

- Front-end development; SCSS/CSS, JavaScript, web standards, HTML5
- Accessibility/508

**EDUCATION**

University of Illinois at Urbana-Champaign  
B.F.A.