

Michael Whalen

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Professional Summary

Senior Product Designer with over 10 years of experience leading end-to-end UX/UI design, product strategy, and design systems. Strong expertise in user research, rapid prototyping, and cross-functional collaboration. Proven ability to drive business impact through thoughtful, scalable design solutions.

Experience

Malomo | Senior Product Designer | Feb 2021 – Feb 2025

- Led UX/UI design for merchant and consumer-facing products, driving product strategy.
- Owned the design system, ensuring scalability and visual consistency.
- Conducted user research, usability testing, and data-driven design iterations.
- Collaborated with leadership on product vision and roadmap planning.
- Partnered with engineering for seamless execution and post-launch refinements.

Sleepless Media | Senior Designer | Mar 2014 – Dec 2020

- Designed interactive, user-centric experiences across web and mobile.
- Led end-to-end design from ideation, wireframing, and prototyping to high-fidelity UI.
- Conducted user research and testing to optimize usability.
- Developed scalable design systems and brand guidelines.
- Managed client relationships and project execution.

Third Eye Labs | Product Designer | May 2011 – Dec 2013

- Designed digital products from concept to high-fidelity interactive experiences.
- Worked with stakeholders to align business goals with user needs.

Freelance Designer | Jun 2010 – Jun 2016

- Designed logos, branding, and packaging for diverse clients.
- Developed visual identities, brand messaging, and style guides.

Education

University of California, Santa Cruz

BFA, Digital Arts & Media | 2006 – 2010

Skills

Product & UX/UI Design

- User-Centered Design
- Wireframing & Prototyping
- User Research & Testing
- Design Systems & Brand Identity
- Interaction & Visual Design
- Accessibility & Usability

Tools & Technologies

- Figma, Sketch, InVision
- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Shopify, Wordpress

Development & Code

- HTML, CSS, JavaScript, jQuery, SQL