



Madi Togrul

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Ann Arbor, MI

EDUCATION

University of Michigan

B.A. English Literature & B.A. Program in the Environment

2012 – 2016

EXPERIENCE

SCORBIT

Product Design Lead

September 2024 - May 2026

- Designed a consistent live game experience across pinball machines spanning six decades, working closely with subject experts (like pinball machine operators) to ensure that existing user behavior would not be disrupted by the addition of new features
- Created the Scorbit Tournaments product design from scratch, working with engineers through implementation. This feature has resulted in 3.2 average entries per session, despite 2FA and age verification requirements that complicate the entry flow
- Monitoring the success of Scorbit Tournaments, which has already generated 300 new sign-ups, hundreds of dollars in revenue, and a 2.5% increase in total number of scores being submitted to the platform in its first 1.5 weeks
- Partnered with senior backend engineers to ship Scorbit Payments, a digital wallet supporting credit cards, Apple Pay, Google Pay, and ACH, which provides users with the ability to pay on a 1970s pinball machine by simply tapping their phone
- Integrating Claude tools throughout the design process to accelerate user and market research, competitive analysis, wireframing and prototype iteration using the Figma MCP, and also building it into daily operations to increase productivity (like creating meeting decks)
- Designed the hardware for the Scorbit Tap Pad, which enables payment and competition features while ensuring GLI compliance
- Developed a web platform for venue operators and machine owners that provides usage analytics, fleet management of machines, tournament creation and financials, custom leaderboards, and financial reporting to demonstrate Scorbit's value to customers
- Led a brand refresh project that modernized a 10-year-old brand while ensuring brand recognition from longtime users and fans

NAMETAG

Product Manager / Product Designer

June 2022 - August 2024

- Collaborated with key stakeholders to align the needs of the business and the board's goals alongside user needs in a prioritized product roadmap, which I refined and updated after running company-wide strategy off-sites each quarter
- Facilitated design reviews, planning sessions, post-mortems, and retrospectives on a two-week sprint cadence I managed in Linear, alongside the backlog and a "Shipping Forecast" for each cycle that allowed engineers to plan their own prioritized work in Linear as well
- Ran sprint planning and managed the product backlog in Linear + GitHub, designing several sprints ahead of the engineering queue to keep the team unblocked
- Designed a complex corporate account recovery product that integrates with Microsoft Azure/Entra ID, Okta, Service Now, etc. and has been adopted by customer teams at Reddit, HubSpot, Autodesk, and more

NUTSHELL CRM

Lead Product Designer

February 2020 - June 2022

- Promoted to team Lead after working as Product Designer for 18 months; hired one full-time designer and an intern from UM's School of Information, met with each for weekly 1:1s with a focus on creating space for growth and aligning the work with their goals
- Kicked off the Nutshell Marketing project with an in-person sprint week using Google Ventures methodology, involving stakeholders from every team in order to make sure everyone was aligned on this new focus and product
- Built the Shells design system from scratch, starting with breaking the product into components, establishing styles for those components in Figma, and updating color tokens in company's code base, and collaborated with engineering to implement it in Storybook as well

Customer Success Specialist

February 2018 - February 2020

- Provided customer support via email, chat, phone, and webinars, and surfaced relevant product feedback to the engineering team

FARMLOGS

Office Manager / Sales & Business Development Representative

August 2016 - December 2017

- Onboarded 20 new employees, created an internal Confluence knowledge base, and implemented an office ticketing system for issues
- Identified and converted qualified prospects from free to paid users, cold-calling users across the country

SKILLS & TOOLS

Figma • Adobe CC • Claude • GitHub • Notion • JIRA / Agile • Storybook • HTML/CSS • VSCode