



Michael Zager

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Education

University of Kansas

Aug 2015 – May 2019

BFA, Visual Communication Design
Minor in Business

UX Intern

May 2018 – Aug 2018

FanThreeSixty

Capabilities

AI Prototyping, Product Led Growth,
Continuous Discovery Methodologies,
UX Research, Usability Testing, Design
Systems, IA, Agile Collaboration,
Visual Design

Experience

Product Designer | Validity

Jan 2026 – Sep 2026

Lead product designer for Validity's market intelligence agent. Partner cross-functionally with SDRs, AMs, and product stakeholders to uncover customer needs, validate product-market fit, and shape product direction. Leverage Gong, and Claude to identify qualitative data, inform user research, and translate findings into product opportunities.

- Build functional prototypes using LLMs, agents, and AI tools to validate concepts.
- Design and scale a 0 → 1 agentic marketing intelligence tool.
- Lead PLG initiatives to reduce time-to-value and drive cross-sell opportunities.

Product Designer | Tailwind

Jun 2022 – Nov 2025

Lead cross-functional teams to deliver end-to-end, product solutions aligned with user needs and business goals. Drive continuous discovery through user research and data analysis to identify workflow gaps and translate insights into high-quality, data-driven design improvements that move key business metrics.

- Launched Tailwind Ghostwriter, a generative AI tool, which saw a 4x increase in usage over the first month and 700k+ generations to date. (Nov 2025)
- Implemented a Personalization Profile for Ghostwriter and saw 82% of users use personalized output compared to non-personalized output.
- Designed and implemented an e-commerce integration flow, seeing a 77% conversion rate for users connecting their Shopify, WooCommerce, or Squarespace sites.
- Grew Tailwind ads, an AI budget platform, to reduce the time it takes the company to generate one thousand in revenue from 7 weeks to 2 weeks.

Interaction Designer | Simplifyy

Jun 2019 – Jun 2022

Founding designer responsible for shaping core features and design system. Talked with users in-house to lead UX strategy and prioritize features alongside the CEO. Collaborated with engineering to start a standardized hand-off process to speed up development time.

- Designed a new customer service inbox, reducing the time needed to respond to prospects and residents in half for the leasing team.
- Streamlined a resident onboarding flow, reducing the total number of write-ins to our customer service inbox.
- Launched a 0 → 1 mobile financial owners app for property owners.