

MICHAEL BANKHEAD

Product Designer | Fintech, AI, & Enterprise SaaS Platforms

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Professional Summary

I'm a Product Designer with 13 years of experience and a passion for delivering loveable data-rich, enterprise-grade, web and mobile SaaS experiences. I have proven experience translating ambiguous goals and complex workflows into clear, high-trust UX/UI from concept to ship. I thrive in ambiguity and think in systems, employing pixel-perfect visual craft to deliver 0→1 features at speed and scale with iterative improvements that increase activation, retention, and user confidence.

Skills

Product design (0→1 + scale) • Rapid prototyping • Data-rich UI & decision flows • Trust-building UX and copywriting • AI chat agent UX • Mobile & web • Design systems & user flows • Visual identity & product voice • Mixed-method research & analytics • Cross-functional leadership • Accessibility Design • Figma prototyping • Adobe CC • GPT (and other LLMs) • Jira • Confluence

Professional Experience

Product Enablement Lead & Pre-Sales Specialist | JBI Metia | Nov 2024 – Aug 2025

- Crafted AI-powered search, conversational chat, and intelligent agent workflows, embedding these capabilities into omni-channel platform services utilized by multiple product lines.
- Implemented company-wide onboarding and user management processes, reducing setup time by 18% and increasing activation rates across multiple clients.
- Facilitated multi-geography stakeholder workshops to align on roadmap priorities, platform strategy, and user experience goals.
- Supported Sales team as a product design expert, delivering tailored demos and influencing adoption through compelling narratives.

Product Design Lead – Client & Prospect Experiences | InvestCloud Inc. | Jul 2023 – Apr 2024

- Owned end-to-end design for banking and investment features across enterprise white-label offerings.
- Partnered with the Design System team to architect scalable, reusable cross-platform components, driving platform unification and reducing design-to-dev time by 28%.
- Conducted usability research, A/B testing, and stakeholder reviews to simplify complex decision flows and increase activation and retention.
- Partnered with Product, Engineering, Data, and Executive teams to shape product strategy, manage product timelines, and deliver roadmaps.
- Mentored junior designers by prioritizing 1:1 collaboration and facilitating design reviews.

Lead Product Designer – Corporate Wellness & Advisories | InvestCloud Inc. | Apr 2021 – Jul 2023

- Designed multi-touchpoint B2B and B2C SaaS journeys combining digital goals-based planning and investment tools with live advisory support.
- Applied heuristic research insights and analytics to improve workflows and refine messaging, increasing overall product retention by 37%.
- Translated complex financial scenarios (investments, savings, risk management, etc) into actionable and intuitive user flows.

Senior UX/UI Designer | InvestCloud Inc. | May 2019 – Apr 2021

- Delivered pixel-perfect enterprise-grade web and mobile platforms for Tier 1 clients including Ameriprise Financial, JP Morgan Chase, PwC, Voya Financial, and more.
- Integrated user-centered personalization into dashboards and product flows, improving feature discoverability and adoption.
- Created and tested interactive prototypes, refining designs through qualitative and quantitative product data.

UX/UI Designer | Los Angeles Capital Management | Apr 2018 – Oct 2018

- Crafted data-dense dashboards and visualizations for institutional investors, clarifying portfolio risk and performance while streamlining decision-making.

Visual Designer / Creative Director | Elite-B Inc | 2013 – 2018

- Led creative direction for digital media platform, managing branding, design, and visual storytelling across digital channels.

Visual Designer | CDC | 2011 – 2013

- Produced digital and print materials adhering to strict federal branding and accessibility standards.

Product Awards & Recognition

- Top Employee Financial Wellness Platform – InvestCloud, 2023
- Best Client Management Solution – InvestCloud, 2023
- Best Financial Planning Software – InvestCloud, 2022
- Best Financial Literacy Tool Nominee – InvestCloud, 2022

Education

BFA, Graphic Design – The Art Institute of Atlanta

Professional Development

UX Web Design Master Course – Udemy
The Ultimate Guide to Usability & UX – Udemy
Mobile Design with Sketch – Udemy
Framer: Interaction Animation – Udemy

Portfolio

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