

Michael Olk

New York, NY 11102 • +1-563-580-3855 • mjolk011@gmail.com • [linkedin.com/in/mjolk](https://www.linkedin.com/in/mjolk) • <http://michaelolk.webflow.io>

PROFESSIONAL EXPERIENCE

Freelance Product Designer & Researcher

January 2025 – Present

Self-employed, Remote

- *Blackbox Healthcare Solutions*, Remote
 - Designed the UI/UX and delivered developer-ready screens for a patient transfer call center SaaS.
 - Researched the process of call center agents, mapped friction points, and identified innovative design opportunities.
 - Led recurring iterative design reviews with client members to ensure the new software's functionality, reliability, and compliance with state health regulations.
- *GRAVITY*, Remote
 - Designed the UI of a Fintech software for an AI startup.
 - Built high-fidelity user journey Figma flows for investor presentations.
- *MANDERS Properties*, Remote
 - Designed and built a responsive property management website hub using Figma and Webflow.
 - Structured CMS for pricing inputs and SEO optimization.
 - Delivered onboarding support and clean client handoff.
- *PAWAPI Resort*, Remote
 - Redesigned resort website to reflect brand identity and improve customer experience.
 - Integrated online booking system to streamline customer reservations.
 - Built and optimized a targeted Google Ads campaign using GA4 insights to drive higher direct-booking traffic and revenue.

Senior Product Designer, Contract

July 2025 – Present

Romp Social, Remote

- Designed mobile UI and user flows for MVP launch of an addiction recovery social app.
- Shaped product direction and prioritized core features in collaboration with founders.
- Led survey design, user testing, and behavioral analysis for beta release to 200+ first-time users.

Design Research Consultant, Full Time

July 2023 – July 2024

ZENDA Consulting, New York, NY

- Constructed research-informed user journeys, operational models, and service blueprints to support primary project objectives.
- Delivered research reports, data visualizations, and stakeholder presentations; communicating strategy for clients in consumer electronics and transportation logistics.
- Designed prototyped developer-ready Figma assets and flows for a B2B enterprise software.
- Recruited participants and conducted in-depth customer interviews, usability tests, diary studies, and stakeholder workshops.

Design Research Consultant, Part Time

September 2022 – June 2023

ZENDA Consulting, New York, NY

- Created initial prototypes for an internal enterprise software program, collaborating with developers to refine user flows and functionality.
- Collected, cleaned, and synthesized user interview data, distilling qualitative insights to inform service and product decisions.
- Conducted market and industry research to support internal product investment decks, feasibility studies, and strategic planning initiatives.
- Designed compelling slide decks, one-pagers, and illustrative graphics to support project storytelling.

Design Intern

ZENDA Consulting, New York, NY

June 2022 – September 2022

- Produced large-scale visualizations for client-facing workshops and sales initiatives.
- Supported client-facing design work, workshops, usability testing, and delivery across all project stages.
- Created illustrations to support the communications of design and research project leads.

EDUCATION

Master of Science in Design Research

Drexel University, Philadelphia, PA

Graduated: June 2023

- 2023 MS Design Research Thesis: *"Social Media and the Undergraduate Experience: Recommendations and Multi-Method Design Research in Attention and Social Media Use"*
<https://doi.org/10.17918/00001692>

Bachelor of Industrial Design

Iowa State University, Ames, IA

Graduated: December 2020

VOLUNTEER EXPERIENCE

Website Builder and Designer

Arete Living Arts Foundation, Brooklyn, NY

May 2025 – September 2025

- Modernizing and scaling the website of a social impact-driven arts foundation in Wordpress.
- Transferring website assets to an open source hosting and staging platform to reduce cost of maintenance.

AWARDS

The Impact Entrepreneurs Award

Baiada Institute, Philadelphia, PA

October 2022 – December 2022

Usabil-a-thon, First Place

Iowa State University, Ames, IA

March 2021

CERTIFICATIONS

Indian Health Service

- Health Insurance Portability and Accountability Training: HIPPA Privacy Rule
- Health Insurance Portability and Accountability Training: HIPPA Security Rule
- Indian Health Service • Substance Use Disorder Confidentiality

CITI Program

- Social Behavioral: Human Subjects Research, Conflicts of Interest

SKILLS

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Agile, Ethnographic Research, Excel, Figma, FigJam, Information Architecture, Interaction Design, Miro, Otter, Persona Development, Prototyping, Qualitative Research, Qualtrics, Quantitative Research, Scrum, SQL, Stakeholder Mapping, Survey Monkey, Usability Testing, User Journey Mapping, WCAG, Webflow, Wireframing.