

# Micah Horvat

## Product Design Leader

## Professional Experience

### Product Design Manager, Edge Delta

May 2023 – Present

- Delivered zero-to-one product design to scale the Edge Delta product from a pipelines focused solution to a fully featured observability platform on a 4 month timeline, including metrics, user-authored dashboards, service maps, and tracing
- Manage 2 Senior Product Designers, including recruitment and hiring, coaching, and performance management
- Meet regularly with customers and end-users to understand their needs
- Collaborate with product and engineering leaders to define product goals and strategy
- Facilitate studio sessions to broaden partnership, foster collaboration, and develop a peer support structure
- Provide design operations, setting standards for communication, process, and working agreements across functions
- Developed and maintain Edge Delta's design system. Contracted a freelance Design System Manager to accelerate execution and improve practices
- Drive Product Led Growth efforts including purchasing flow, user onboarding, in-product help, in-product billing and account management, and sandbox demo

### Product Design Manager, AppOmni

June 2021 – May 2023

- Hired and Managed a team of 5 Senior Product Designers
- Oversaw a complete redesign of the AppOmni product, introducing a new standard for quality in presentation and behavior
- Contracted a 4 person team of agency designers focused on product visioning. Vetted nine international agencies for technical competency, ways of working, and positive return on investment
- Developed AppOmni's design system while coaching a team member to assume ownership
- Contracted a 3 person team of UI Engineers to build design system infrastructure
- Eliminated confusion over the product's feature set and navigation by designing a new information architecture and navigation system.

## Contact

- 404 786 5659
- Micah.Horvat@gmail.com
- [linkedin.com/in/micahhorvat/](https://www.linkedin.com/in/micahhorvat/)

## Skills Summary

- People Management
- Team Building
- Facilitation
- User Engagement
- Product Discovery
- Rapid Prototyping
- Visual, Written, and Verbal Communication
- Creativity, Critical Thinking, and Empathy

## Tool Proficiencies

### Prototyping

Figma, Webflow, Framer, Axure

### Whiteboarding

Miro, FigJam

### User Analytics

Pendo, Hotjar, Heap, Amplitude

### Data

Airtable, Tableau, Jupyter Notebook

### Planning

Aha, Jira, Asana, Notion

### AI

ChatGPT, Claude, V.0,

## Education

M.S. Digital Media, May 2008

Georgia Institute of Technology  
Atlanta, GA

B.A. Philosophy, August 2003

West Virginia University  
Morgantown, WV

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## Product Design Leader

### Lead Product Designer, Sonatype

January 2015 – June 2021

- Led product design through the company's growth from 40 to 400 employees and company acquisition
- Led hiring efforts to expand the design organization, onboarding nine new employees
- Created and managed a cross-functional UX steering group
- Coached product managers in objectives and hypothesis-driven product discovery, validation, design, and delivery
- Managed agile delivery lifecycle for UI engineering scrum teams
- Delivered product design for Nexus Lifecycle, a DevOps preventative security suite, in the form of sketches, maps, specifications, and interactive prototypes

### Senior UX Designer, Zenmonics

September 2013 – January 2015

- Led a team of 4 UX designers on a tablet based branch enablement product for Bank of America, creating a streamlined experience for tellers and commercial banking customers
- Designed and prototyped several interfaces for FIS Global, a fintech organization, including a customer identification dashboard and a case management workflow platform which was completely modifiable by the end-user.

### UX Designer, Compuware

March 2009 – September 2013

- Designed and developed special reports with interactive data visualizations for the National Science Foundation, including *Science and Engineering Indicators*, and *Women, Minorities, and Persons with Disabilities* to improve science funding and increase representation of underrepresented groups in science fields
- Research and design for client projects: Rockwell Automation, Verizon, ARC Montgomery County, United States Census Bureau, Volkswagen, Environmental Protection Agency

### Founder, Product Team of One, Earned Penny

July 2008 – March 2009

- Planned, designed, built, and launched earnedpenny.com, an online coupon-finding service.
- Presented progress and strategy reports in recurring checkpoints with investors.

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