

Micah Horvat

Product Design Leader

Professional Experience

Product Design Manager, Edge Delta

May 2023 – Present

- Introduced multi-agent AI workflows to Edge Delta in 3 months, Increasing late stage sales pipeline by 66%
- Scaled Edge Delta from a pipelines product to a full observability platform in 4 months, Increasing feature set by 5x and overcoming market objections that Edge Delta was a niche product
- Manages 3 Senior Product Designers including recruitment and hiring, coaching, and performance management
- Meets regularly with customers and end users to understand their needs
- Provides design operations, setting standards for communication, process, and working agreements
- Developed and maintains Edge Delta's design system
- Drives 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

- Developed a comprehensive product redesign strategy, aimed at leading the field in presentation quality and perceived value
- 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
- Redesigned information architecture to dramatically improve user navigation, effectively eliminating support inquiries related to product findability
- Hired and Managed a team of 5 Senior Product Designers
- 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
- Total of 12 concurrent direct reports

Contact

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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

Claude Code, V.0, Magic Patterns, Figma, Webflow, Framer

Whiteboarding

Miro, Figjam

User Analytics

Pendo, Hotjar, Heap, Amplitude

Data

Airtable, Tableau, Jupyter Notebook

Planning

Aha, Jira, Asana, Notion

Education

M.S. Digital Media, May 2008

Georgia Institute of Technology
Atlanta, GA

B.A. Philosophy, August 2003

West Virginia University
Morgantown, WV

Lead Product Designer, Sonatype

January 2015 – June 2021

- Guided Sonatype's design strategy through transformative growth from 40 to 400 employees and company acquisition
- Established a robust design function by recruiting researchers and product designers, adding 9 new roles
- Created and managed a cross-functional UX steering group to align design strategy across product teams
- Coached product managers in objectives and hypothesis-driven product discovery and validation
- Delivered product design for Nexus Lifecycle, a DevOps preventative security suite, in the form of sketches, maps, specifications, and interactive prototypes

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Senior UX Designer, Zenmonics

September 2013 – January 2015

- Led a team of 4 UX designers on a tablet-based branch banking solution for Bank of America, serving tellers and commercial banking customers
- Designed critical fintech interfaces for FIS Global, including a customer identification dashboard and case management workflow editor

UX Designer, Compuware

March 2009 – September 2013

- Created interactive data visualizations for the National Science Foundation, including *Science and Engineering Indicators*, and *Women, Minorities, and Persons with Disabilities* to illustrate critical insights in science funding and diversity
- Delivered user-centered design solutions for diverse clients including 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
- Maintained investor confidence through strategic progress reporting and transparent communication