



HOPE CARMICHAEL

Hands-on UX leader making complex products intuitive

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Summary

Hands-on UX and product design leader who makes complex systems intuitive and drives clarity through ambiguity. Hope has led design teams across financial and consumer products, from data-rich trading and comparison tools to a zero-to-one commerce launch, partnering closely with product, engineering, and senior leaders. A passionate mentor, she leads with story, context, and care, helping both people and products grow intentionally.

Experience

Senior Director, Product Design · PEOPLE INC.

MAR 2026 – CURRENT

Formerly *Dotdash Meredith*. America's largest digital and print publisher.

Commerce & Transactional · Picksy

- Took Picksy, People Inc.'s first consumer commerce product, **from zero to public beta in 9 months**, owning UX and product design end to end
- Joined Picksy's leadership team, **shaping product strategy alongside the CEO** and senior management, aligning business, product, and engineering on a shared roadmap
- Built and led a team of **3–5 designers**, setting team strategy that balanced near-term delivery with longer-term direction, and securing added headcount to scale capacity
- Directed **generative and evaluative research** that de-risked an unproven concept and shaped the beta
- Championed **SMS-native capture**, a signature save-by-text experience that meets shoppers in context, balanced with privacy-sensitive alternatives
- Piloted the company's first **AI-native SDLC**, defining new processes and review standards with Picksy's design, product, and engineering teams that sped prototyping and discovery-to-ship; **scaled from 1 to 4 teams**

Director, Product Design · PEOPLE INC.

MAR 2023 – MAR 2026

Investopedia · Travel+Leisure · Performance Marketing · Parents.com · Consumer AI

- **Hired, mentored, and coached 4 designers** (2 onsite, 2 offshore) across 3 verticals and defined a design operations framework
- Directed Travel+Leisure's flagship tentpole redesign under a 3-month deadline, reaching **30%+ of the year-end impressions goal in 48 hours**
- Redesigned financial product comparison pages with **decision-support paths** for ready-to-decide and need-to-learn users, driving **+110% sessions and +75% revenue**
- Shipped the company's **first consumer-facing LLM experiences** and a rapid experimentation framework
- Redesigned product card patterns across every transactional page in 100 days, establishing **framework-level components** for the company's primary revenue driver

Senior UX Designer & Researcher · PEOPLE INC.

OCT 2020 – MAR 2023

Investopedia · Stock Simulator

- Led end-to-end redesign of the Stock Simulator's **information architecture and complex trading workflows** across desktop and mobile, driving **+133% activation** and projected **\$2.5M annual revenue**
- Directed UX research strategy across finance, health, and transactional verticals
- Facilitated cross-functional workshops and affinity mapping sessions to synthesize research insights into actionable features

Senior UX Designer · BNY MELLON

DEC 2019 – JUN 2020

- Built and managed the **design system** for BNY Mellon's Wealth Management Group, with accessible components spanning internal tools and client-facing financial products

Freelance UX Designer · MULTIPLE CLIENTS

JUN – AUG 2019

- Led research and design for a SaaS marketplace and a Fortune 500 mobile app (Constellation Brands)

By the numbers

9mo	zero to beta, Picksy
+133%	user activation, Simulator
+75%	revenue, Perf. Marketing
\$2.5M	projected annual revenue

Skills

AI & EMERGING PRACTICE

AI-native SDLC · AI-assisted prototyping & vibe coding · Claude Code & Claude Design · Claude & ChatGPT Enterprise

STRATEGIC LEADERSHIP

Team strategy & coaching · Cross-functional orchestration · Executive alignment · Design operations

RESEARCH & VALIDATION

Qualitative & quantitative research · Usability testing · Workshops · Data synthesis · Metrics-informed iteration

CRAFT & DELIVERY

Interaction design · Information architecture · Complex workflows · Design systems · Figma · Rapid prototyping · HTML/CSS

Education

Flatiron School

UX Design Immersive · 2019

UW–Madison

B.A., Communication Arts, English, Gender & Women's Studies · Honors · 2012

Before UX

Fork Films

Digital Media & Comms Manager · 2014–2019

Pitch decks that won funding from Netflix, YouTube Red & Pepsi for Emmy-winning films