

MICHAEL BANKHEAD

Product Designer | Fintech, AI, & Enterprise SaaS Platforms

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Professional Summary

I'm a Product Designer with 14 years of design experience and a passion for delivering data-rich, enterprise-grade, web and mobile fintech experiences. I partner with Product, Eng, Marketing, and Data to define value props, run experimentation (usability, funnels/A/B), and evolve design systems across product. I have deep experience shipping multiple accessibility-compliant products in regulated organizations, driving higher activation, conversion, and retention while delivering at speed. Some of my results include: -48% design-to-dev time, +18% activation, +37% retention, and +67% 30-day retention across 200k users post-MVP.

Skills

Product design (0→1 + scale) • Design strategy (mobile/responsive) • Rapid prototyping • Data-rich UI & decision flows • UX copywriting • AI chat agent UX • Mobile & web • Design systems & user flows • Visual identity & product voice • Mixed-method research & analytics • Cross-functional leadership • Accessibility • 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 management processes, **reducing internal setup time by 18%**.
- 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.
- Shipped net-new flows and features; **prospect→client conversion improved ~50% over the following quarter** for a Fortune-500 client.
- Co-architected reusable components and design-token standards with the platform/design-system team to maintain scalable, reusable cross-platform atomics & design tokens, **reducing design-to-dev time by 48%**.
- Conducted usability/user research studies and A/B tests, and stakeholder reviews; simplified complex decision flows and improved 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

- Shipped B2B/B2C financial wellness journeys blending digital planning & investments with live advisory support.
- Applied heuristics & tunnel analytics to streamline flows and refine messaging, driving a **+67% 30-day retention boost across a 200,000-user cohort post-MVP**.
- Built inclusive experiences for users with diverse financial literacy across the wealth continuum, focusing on clarity, confidence, trust and emotional resonance.

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

- Shipped enterprise web & mobile platforms for Tier-1 clients (Ameriprise, JPMorgan Chase, PwC, Voya, etc).
- Introduced profile personalization patterns, **increasing feature adoption by 43%**.
- Drove interactive prototyping and data-informed iteration for onboarding flows, **raising client sign-up completion rates by 36% in Q2**.

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

- Mapped end-to-end desk flows to translate portfolio manager needs into data-dense trade & portfolio workflows.
- Integrated pre-trade compliance and drift monitoring; partnered with ELT/Risk & Eng to ship accessible, responsive fast-follows to scale.

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

Visual Designer | CDC | 2011 – 2013

Product Awards

Top Employee Financial Wellness Platform (2023) • Best Client Management Solution (2023) • Best Financial Planning Software (2022) • Best Financial Literacy Tool Nominee (2022)

Education

BFA, Graphic Design – The Art Institute of Atlanta

Professional Development

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