

MICHAEL GORDON

PRODUCT DESIGNER

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Product Designer with a passion for crafting innovative solutions for complex problems to empower individuals and organizations. Adept at collaborating with cross-functional teams to drive alignment, conducting user research, and delivering visually compelling interfaces. Strong interest in design systems and tools. Passionate about creating impactful design solutions to empower transformation for people and organizations.

EDUCATION

DARTMOUTH COLLEGE

BA, English and Studio Art
2008-2012

CALIFORNIA COLLEGE OF THE ARTS

MFA Studio Practice
2015-2017

FULBRIGHT PROGRAM

Researcher in Nepal
2017-2018

SKILLS

- UX/UI Design
- Prototyping
- Usability Testing
- Product Development
- Information Architecture
- Agile Project Management
- Cross-Functional Leadership
- Figma, Adobe Creative Suite

CERTIFICATIONS

GOOGLE UX DESIGN

Coursera
2024

UI DESIGN BOOTCAMP

Memorise.ly
2024

SCRUM PRODUCT OWNER

Scrum Alliance
2022

WORK EXPERIENCE

DIRECTOR, STRATEGIC INITIATIVES & PRODUCT DESIGNER

Healthy Minds Innovations (2024 - present)

- Designed, UX tested, and integrated personalized well-being micro-supports, increasing user satisfaction by 7% and email opens by 109%.
- Implemented OKRs across the company, leading to +2X YoY revenue.
- Crafted new visual identity for pitch deck, garnering \$3M+ in funding.
- Managed localization for Mexican healthcare providers, decreasing stress, depression, and anxiety persistent at 6 months.

CONTENT DESIGNER

Healthy Minds Innovations (2021-2024)

- Led cross-functional team in redesigning and launching web-based employee well-being program, increasing 21-day retention by 21%.
- Spearheaded 3X expansion of content library by amplifying a diverse team of meditation guides and scientists, resulting in 11% increase in BIPOC-identified community members.

ASSOCIATE DIRECTOR, CONTENT

Meredith Corporation (2019-2021)

- Designed and produced meditation content for 270K+ monthly viewers.
- Co-led Amplitude implementation increasing YoY revenue by 68%.
- Managed a team of 25 internal stakeholders and external contractors to design curriculum, script and produce audio/video content, and deliver all assets from inception to launch.

PRODUCT DESIGNER

Pine Park Health (2019-2021)

- Designed accessible, crisis-responsive primary care and COVID-19 testing system for 5K+ seniors and staff in 46 assisted living facilities.
- Managed a team of six interns to build information architecture, data tracking, and clinical product workflows, expanding our reach by 200%.

CONTENT PRODUCER

Calm.com (2019)

- Drove engagement with end-to-end content production for 200K+ DAU.
- Designed email copy, content, and FAQs, reaching 6M readers globally.
- Directed talent from contracting to launch, including Tara Brach, Shinzin Young, Oren Jay Sofer, and conducted engagement analytics.