



Michael Rossi

Principal Product Design Leader

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Professional Summary

Principal Product Designer with 12+ years of experience designing and shipping enterprise software and digital products across healthcare, fintech, SaaS, and consumer industries.

Known for turning complex business problems into elegant, scalable products by combining product strategy, UX research, design systems, and front-end implementation. Experienced leading multidisciplinary teams, building enterprise design systems, partnering directly with executives and founders, and shipping high-impact products from concept through launch.

Unique blend of product design leadership and technical execution with expertise in Figma, React, Next.js, Webflow, Framer, and modern front-end development.

Core Expertise

Strategy

Product Strategy • UX Strategy • Product Discovery • End-to-End Product Design

Research & Systems

User Research • Information Architecture • Interaction Design • Design Systems Architecture

Leadership

Executive Stakeholder Leadership • Cross-Functional Leadership • Workshop Facilitation

Design Excellence

Accessibility • Rapid Prototyping

Career Highlights

- **12+ years** leading enterprise product design
- **100+ digital products** delivered
- **15+ long-term enterprise clients**
- **Fortune 500** experience
- Webflow Certified Expert
- Framer Enterprise Certified Partner

Professional Experience

Founder & Principal Product Designer

Push Refresh | Jan 2024 – Present

- Founded and led a product design consultancy delivering UX, product strategy, branding, and front-end development for enterprise and high-growth companies.
- Delivered **100+ digital products** and partnered with **15+ long-term retainer clients**, including SmithRx, Nutrient (formerly PSPDFKit), GLG, Renew Home, and Smidt Foundation.
- Trusted advisor to founders and executive teams on product strategy, design systems, and digital transformation initiatives.
- Built scalable design systems and digital products that improved consistency, usability, and development efficiency across enterprise platforms.
- Partnered directly with founders and executive teams to shape product strategy, roadmaps, and user experience vision.
- Led cross-functional teams of designers and developers, delivering high-quality products from discovery through launch.
- Bridged design and engineering by delivering production-ready experiences with modern front-end technologies.

Experience Design Lead

TIAA | Sept 2023 – Apr 2024

- Led end-to-end product design for enterprise financial platforms, simplifying complex regulatory workflows for customers and internal teams.
- Partnered with product, engineering, compliance, and executive stakeholders to align business goals, technical constraints, and user needs.
- Expanded enterprise design systems through scalable components and interaction patterns that improved consistency across digital products.
- Championed accessibility, responsive design, and usability standards across enterprise web and mobile experiences.

Principal UI/UX Designer

UnitedHealth Group | Oct 2022 – Sept 2023

- Led product design for enterprise prior authorization and benefits platforms, simplifying complex healthcare workflows for providers and internal teams.
- Partnered with product, engineering, and clinical stakeholders to deliver intuitive, compliant experiences across highly regulated healthcare products.
- Led user research and usability testing to validate design decisions, reduce product risk, and improve user confidence.
- Defined scalable UX patterns that improved consistency, accessibility, and usability across enterprise healthcare applications.

Managing UI/UX Web Designer

Hubilo | Sept 2021 – Jan 2023

- Managed the web and product design teams, leading four direct reports while overseeing UX for Hubilo's enterprise virtual events platform.
- Designed intuitive, conversion-focused experiences that improved usability and consistency across the platform.
- Partnered with product and engineering teams to rapidly validate, iterate, and launch customer-facing features.

Lead UI/UX Art Director

Bottle Rocket | Mar 2019 – Oct 2022

- Served as lead product designer on enterprise engagements for brands including Coca-Cola Freestyle, Southwest Airlines, 7-Eleven, Michaels, Outback Steakhouse, GoodLeap, Frontier Communications, and Visible.
- Led end-to-end UX and UI design from discovery through delivery, partnering with cross-functional teams to ship high-quality digital products.
- Designed scalable, user-centered experiences that balanced business goals, technical constraints, and customer needs.
- Mentored designers and established a high bar for design quality, collaboration, and execution across project teams.

Senior UX/UI Web Designer

The Creative Group | Oct 2017 – Mar 2019

- Led UX/UI design for high-profile web and mobile applications across consumer and enterprise clients
- Oversaw visual design quality, interaction patterns, and design system implementation
- Mentored designers and contributed to creative direction across multiple projects
- Collaborated with engineering teams to ensure high-fidelity execution from design to production

Technical

Figma • Framer • Webflow • React • Next.js • HTML • CSS • JavaScript • Design-to-Code • Front-End Development

AI-Accelerated Workflow

Cursor • Claude Code • v0 • AI-Driven Design & Development

Education

Bachelor of Arts in Arts & Technology at University of Texas at Dallas | 2014