

Brett Michael

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About

With 10+ years of design leadership experience, I specialize in managing high-performing teams across diverse product spaces. My empathetic and authentic leadership style drives innovation, sets high standards for craft, and ensures exceptional user experiences.

Experience

FIS / Product Design Manager

Feb 2025 - Current

- Leading a team to revamp the admin configuration console for bankers and tellers, improving functionality for local and regional banking clients.

Etsy / Director of Product Design

Sept 2023 - Nov 2024

- Led a team of two Product Design Managers, overseeing Seller-facing experiences across native and web platforms.
- Collaborated with cross-functional teams to define and launch a Seller-facing quality program, driving measurable improvements in 2024.

Etsy / Sr. Product Design Manager

June 2021 - Sept 2023

- Managed a team of 7 Designers working on a responsive web app supporting over 7 million active Etsy Sellers.
- Supported the native app team through a sunset and launch of the redesigned Etsy Seller App in 2022.
- Developed training programs that improved visual design proficiency for Seller designers.

Grubhub / Product Design Manager

Feb 2016 - May 2021

- Managed a team of 5 Designers working on a responsive web app that reached more than 300,000 restaurant partners.
- Reduced new restaurant onboarding time by 86%, cutting the process from three weeks to an average of three days.
- Ran service design activities with senior stakeholders to clarify opportunities and challenges within new product spaces.
- Created individual growth guides in order to better manage career development for both junior and senior Designers.

Grubhub / Sr. Product Designer

Education

2013

The Starter League

Chicago, IL

Visual Design Mentor

2006

American University of Rome

Rome, Italy

International Advertising & PR

2004 - 2008

Michigan State University

East Lansing, MI

(BS) Advertising

Skills

Design Strategy

Cross-Functional Collaboration

People Development

Product Design

Service Design

Rapid Prototyping

Responsive Web Design

Visual & Interaction Design

Design Systems

Tools

Figma

Miro

Adobe Suite

Jira / Basecamp / Trello

HTML / CSS / Javascript

Pen & Paper

Dec 2014 - Feb 2016

- Worked on Grubhub for Restaurants from discovery through delivery and implemented self-serve features for restaurants.
- Created and implemented a B2B component library used by 4 different internal and restaurant partner platforms.

Rightpoint / Sr. Designer

Feb 2014 - Nov 2014

- Partnered with external clients to provide expertise in responsive web design, brand development, rapid prototyping and visual design.
- Supported brand efforts and the responsive redesign of rightpoint.com.

The Onion / Web Design Manager

Sept 2013 - Nov 2013

- Managed internal design team and brand assets for both the Onion and A.V. Club properties.
- Won a Webby for the Onion iPad App in 2013.

The Onion / Sr. Web Designer

July 2010 - Sept 2013

- Pitched the business and sales stakeholders on the value proposition of a responsive redesign for the Onion and A.V. Club.
- Worked directly with partner channels such as Facebook, Amazon and the Second City Network on collaborative multimedia projects.

** Additional experiences and references available upon request.*