

(909) 525-8018

[michael.e.silvestre@gmail.com](mailto:michael.e.silvestre@gmail.com)

[www.msilvestre.com](http://www.msilvestre.com) // password available upon request

# MICHAEL SILVESTRE

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## SUMMARY

Senior Product Designer with 5 years experience driving end-to-end product design for B2B SaaS platforms using human-centered design. Expertise in zero-to-one product development, cross-functional research initiatives, and design systems. Proven track record leading product strategy and translating complex technical requirements into intuitive user experiences. Currently based in Pittsburgh, PA but open to relocation.

## EXPERIENCE

### **Hexagon Manufacturing Intelligence** — *Senior Product Designer*

MARCH 2022 - JULY 2025

- Owned the end-to-end design process for the 3D Whiteboard, a zero-to-one product aimed to enable collaboration within engineering teams. Directed all UX initiatives from user research and concept development to prototyping, visual design, and final execution.
- Led product strategy as interim PM for early-stage graphics toolkit and 3D Whiteboard, defining product roadmap and feature prioritization framework based on customer interviews and stakeholder analysis.
- Mentored two junior designers by guiding them through end-to-end design projects, providing feedback at each stage from research and concepting through to final delivery.
- Drove user research initiatives on 3 cross-functional projects that had previously had no feedback processes by partnering with GTM, sales, and product teams. Insights from discovery feedback processes helped inform product strategy and shape product roadmaps.
- Created comprehensive design guidelines to help designers and product managers establish Key Experience Indicators metrics, pilot study protocols, and SaaS/ARR user experience guidelines for their products.
- Shaped marketing, product narrative, and conceptual prototypes for a 3D engineering collaboration experience, including a profile at MS Build 2022 and our Chief Product Officer's keynote at our company's global conference.
- Conducted comprehensive UX audits across 5 products in partnership with engineering and product leads, evaluating design implementation quality and creating strategic roadmaps that prioritized high-impact improvements.
- Developed standardized design patterns for high-complexity platform elements (search, onboarding, data tables), enabling consistent user experiences across the product ecosystem.

### **Eaton** — *Product Designer*

APRIL 2021 - MARCH 2022

- Partnered with diverse stakeholders across Product Marketing, Data Science, Software and Hardware Engineering to design and prototype digital experiences for complex problem spaces such as datacenter and industrial facility management.
- Led user research initiatives for a high priority project and translated findings into actionable recommendations for product teams.

- Collaborated closely with developers and product owners for the execution of high-fidelity designs.
- Transformed qualitative user research into storyboards and personas to help facilitate conversations around how best to prioritize machine learning algorithms within the user experience.

### **Honda R&D (Master's Capstone) — Product Designer**

JANUARY 2020 - AUGUST 2020

- Created weekly slide-decks and communication updates for our project clients and advisors to facilitate stakeholder alignment and understanding of project direction.
- Designed sketches, wireframes, and user flows at various stages of the design process based on user feedback to further scope and validate project direction. Delivered a final concept that received glowing reception from client, advisors, and audience at final presentation.
- Constructed research protocols for testing and validating prototypes, flows, and user needs.
- Developed comprehensive user personas, creating shared understanding that aligned internal teams and external stakeholders on user needs and drove project decision-making.

## PAST EXPERIENCE

### **Lemon Creek Tires, Los Angeles, CA — Office Manager**

AUGUST 2016 - MARCH 2018

- Directed daily operations—resolved customer satisfaction issues, provided phone support, acted as a liaison between service writers, mechanics, and customers.
- Led hiring and onboarding initiatives of new employees, including posting job listings, interviewing candidates, and filling out proper new hire documentation. Oversaw adjustments to management that saw a reduction in employee turnover.
- Overhauled social media presence and strengthened Yelp account, which helped drive increased business with younger age demographics.

### **JumpStart, Torrance, CA — Marketing Coordinator**

JANUARY 2015 - NOVEMBER 2015

- Developed brand identity and promotional strategy across social platforms for JumpStart, Math Blaster, and World of Madagascar products.
- Led creation of marketing assets across social media and web in accordance with brand identity, and created a sustainable template system.
- Worked alongside Customer Support and Product Teams to identify and resolve issues with in-game glitches and customer account issues.

## EDUCATION

### **Carnegie Mellon University, Pittsburgh, PA — Master's, Human Computer Interaction**

AUGUST 2019 - AUGUST 2020

### **University of Southern California, Los Angeles, CA — BA, Political Science**

JANUARY 2012 - AUGUST 2013

## AWARDS

### **iF Design Awards** — *Nexus 3D Whiteboard*

2024

## SKILLS

### **Research & Strategy**

User research methodologies (interviews, surveys, usability testing, card sorting), persona development and user journey mapping, concept generation (storyboarding, product discovery and validation) competitive analysis and market research, design strategy and product strategy alignment, stakeholder research and requirements gathering

### **Design & Prototyping**

Information architecture and site mapping, wireframing and low•high-fidelity prototyping, interaction design and micro-interactions, visual design fundamentals

### **Collaboration & Leadership**

Cross-functional team collaboration, mentoring junior designers, design critique facilitation, stakeholder presentation and communication, workshop facilitation (design sprints, ideation sessions)

### **Tools & Technical Skills**

Figma, Sketch, InVision, Framer, Tableau, Photoshop, After Effects, Illustrator, Front-end coding languages (HTML,CSS, Javascript, React)