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MICHAEL SILVESTRE

SUMMARY

Senior Product Designer with five years of experience in B2B SaaS, recognized with multiple iF Design Awards, including a zero-to-one work on 3D collaboration tooling for engineering teams. Served as interim PM on that product, owning roadmap and prioritization alongside design. Master's in Human-Computer Interaction from Carnegie Mellon University. Based in Los Angeles.

EXPERIENCE

Hexagon Manufacturing Intelligence — *Senior Product Designer + Interim Product Manager*

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. My work received a 2024 iF Design Award for UX Design.
- 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.
- Shaped marketing, product narrative, and conceptual prototypes for a 3D engineering collaboration experience, including a profile at Microsoft Build 2022 and our Chief Product Officer's keynote at our company's global conference.
- 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.
- Designed the user experience for ML-driven features in industrial facility management, translating qualitative research into storyboards and personas that drove how the team prioritized which algorithms to surface to users.

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

JANUARY 2020 - AUGUST 2020

- Designed sketches, wireframes, and user flows at various stages of the design process based on user feedback to further scope and validate project direction.
- Constructed research protocols for testing prototypes and flows, and developed user personas that aligned internal teams and external stakeholders on user needs.

PAST EXPERIENCE

2013 - 2019

Roles in customer service, operations management, and marketing where I led hiring initiatives that reduced employee turnover, managed daily operations, and developed brand identity and marketing strategy across multiple product lines. This foundation in cross-functional communication, stakeholder management, and brand strategy directly informs my approach to user-centered product design today.

EDUCATION

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

2020

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

2013

AWARDS

2025

AIGA Pittsburgh — *In-House Design Team of the Year*

2024

iF Design Award Winner — *Hexagon Nexus Platform Ecosystem*

iF Design Award Winner — *Nexus 3D Whiteboard*

iF Design Award Winner — *Hexagon Nexus Home*

2021

iF Design Award Winner — *Eaton Brightlayer Industrial Remote Monitoring App*

SKILLS

Research & Strategy

User research (interviews, usability testing, card sorting), journey mapping, product discovery and validation, roadmap and prioritization frameworks

Design & Systems

Zero-to-one product design, design systems and pattern libraries, information architecture, high-fidelity prototyping

AI & Emerging Tech

Designing for ML-driven features; AI-assisted development (Claude Code, VS Code) — built and deployed personal portfolio site on Vercel

Tools & Technical Skills

Figma, Framer, Sketch, Tableau, Adobe CS, HTML/CSS/JavaScript, React