Michael Silvestre

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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 / 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 API and 3D Whiteboard. Defined product roadmap and priorities through Voice of Customer sessions 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.

Introduced new user feedback process for GTM, Sales and Product on 3 products.

Shaped marketing and product narrative for new product, including a profile at Microsoft Build 2022 and our Chief Product Officer's keynote at our company's global conference.

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.

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.

Education

Carnegie Mellon University
Masters of Human-Computer Interaction
August 2020

University of Southern California
B.A., Political Science
May 2013

Awards

AIGA Pittsburgh
In-House Design Team of the Year
2025

IF Design Award Winner
Hexagon Nexus Platform Ecosystem
Nexus 3D Whiteboard
Hexagon Nexus Home
2024

IF Design Award Winner
Eaton Brightlayer Industrial Remote Monitoring App
2021

Skills

Research & Strategy
User research methodologies, user journey mapping, concept generation, competitive analysis, design strategy

Design & Prototyping
Figma, AI-assisted coding tools (Claude Code, Cursor, v0), wireframing, interaction design, information architecture

Collaboration & Leadership
Cross-functional team collaboration, mentorship, design critique facilitation, stakeholder presentation and communication, workshop facilitation

Experience (continued)

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

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.