

MICHAELA LANGE

DIGITAL PRODUCT DESIGNER

Los Angeles, CA & Remote

PROFESSIONAL SUMMARY

Product Designer with 7+ years of experience designing across AI, e-commerce, enterprise software, gaming, and social platforms. Awarded a Master of Science with distinction in game design and virtual reality technology. Dissertation developed into a UK government-funded AR app.

WORK HISTORY

MERCOR | PRODUCT DESIGN CONSULTANT

2025 – Present

Mercor is a platform matching top talent with AI organizations.

- Driving product design expertise to improve models and systems for a top AI company through **2 model updates**.
- Guiding design direction and vibe coding to refine AI models.

NAPSTER CORPORATION | PRODUCT DESIGNER

2023 – 2025

Napster is a music platform focused on immersive experiences.

- Lead designer on the e-commerce AI feature consisting of **4 prototype iterations** and **6 distinct user flows**.
- Architected **3 iterations of onboarding flows** in collaboration with Shopify to connect online stores into Web3 experiences.
- **Overhauled over 250 screens** of outdated UI and enhanced user task efficiency for desktop and mobile applications for templated Web3 experiences.
- Developed a centralized design system with **800+ scalable assets** to onboard recently acquired **\$207 million product**.

THERMO FISHER SCIENTIFIC | UX DESIGNER

2021 – 2022

TFS is a life sciences company providing medical tools and services.

- **Modernized 2000+ e-commerce design components** from outdated practices.
- **Conducted 26 usability tests** on redesigned components to determine the best user experience practices.
- Executed the transition of design system from Sketch to Figma, including a comprehensive asset library for **4 internal brands**.

AVALARA | UX DESIGNER

2021

Avalara is a compliance company providing tax software for businesses.

CONTACT

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EDUCATION

GLASGOW SCHOOL OF ART

MSc Serious Games & Virtual Reality

Graduated with Distinction

WASHINGTON UNIVERSITY IN ST. LOUIS

BA English Writing and Literature
Psychological Anthropology Minor

KEY SKILLS

DESIGN & RESEARCH:

Usability testing, user research, design systems & pattern libraries, UX/UI design, wireframing, UX writing, prototyping, generative AI, vibe coding, mobile design, desktop design, product design, storyboard, lean UX, e-commerce design, Agile, interaction design, visual design, inclusive design, accessibility design, responsive design, persona creation, microinteractions

TOOLS:

Figma, Sketch, Figma Make, FigJam, Adobe Creative Suite, 3Ds Max, Confluence, JIRA, Slack, Miro, InVision, Hotjar, Usabilityhub, Lovable, Claude, HTML, CSS

- Overhauled the support case escalation system in collaboration with UX researchers for this global compliance company providing automated tax calculation and filing software, **reducing tickets by 14%**.
- **Increased user engagement by 20%** by designing tax resource community forum within Avalara's customer portal.
- Researched and analyzed various realms of brand implementation to boost company brand recognition.

WORMHOLE LABS | PRINCIPAL PRODUCT DESIGNER

2019 – 2020

Wormhole Labs is a startup that created an AR app for immersive virtual travel.

- Led the product design vision and blueprints for mobile and tablet apps, partnering with engineering to deliver immersive, location-based and social AR experiences.
- Orchestrated the development of **9 gaming scenarios** incorporating 3D, VR and AR powered technology.
- Engaged over **25,000 attendees per day** at TwitchCon by facilitating core visual branding and launch designs.

FREELANCE | UX DESIGNER

2018 – 2022

- Redesigned Red Bull's B2B distribution reporting interface, **improving distributor productivity across 112 branches in 25 states**. Developed a performance-grading system informed by user research and interviews with Red Bull stakeholders and distributors.
- Ideated and designed website development projects for Agency 39A, a digital marketing and strategy agency. Clients included non-profit and biotechnology companies, including Get Lit and Life Edit Therapeutics.
- **Conducted 30+ user interviews** and synthesized findings into actionable recommendations for improving website navigation, resulting in a more intuitive user experience, now used company wide.