

# Michael Edelstone, Designer

## Professional work

### Senior Product Designer, SPR *Aug 2021 – present*

I work with enterprise organizations to build momentum around design initiatives, most recently leading the implementation of a custom design system for a treasury software firm, which energized leadership and inspired a long-term modernization effort.

[spr.com](https://spr.com)

### Senior Product Designer, Balto *Apr 2021 – Jul 2021*

Building upon Balto's powerful AI technology, I owned the ideation efforts for a new product named "Real-Time Coaching", focusing on native chat capabilities and a suite of data visualization tools enabling a clear, at-a-glance impression of call center productivity.

[balto.ai](https://balto.ai)

### Senior Product Designer, Kuali *Apr 2018 – Dec 2019*

In addition to my regular work interviewing users, validating ideas, and coding my own designs, I incrementally created and advocated for a unifying layout to align diverging products, including common navigation, search experience, and co-branding.

[kuali.co](https://kuali.co)

### UI/UX Designer, Texas State University *Feb 2014 – Dec 2016*

I transformed the school's abandoned digital presence into an industry exemplar, introducing multi-column CMS templates, a responsive, admissions-driven homepage, and a scalable digital identity documented for future updates; all of these were firsts for the university.

[txst.edu](https://txst.edu)

## Open-source projects

Tint and shade generator [maketintsandshades.com](https://maketintsandshades.com)

Material palettes [materialpalettes.com](https://materialpalettes.com)

## Skills

Interface design

Prototyping

Design systems

UX writing

HTML and CSS

React

Accessibility

Customer interviews

Flows and journeys

## Tools

Figma

Balsamiq

Framer

Photoshop

Visual Studio Code

DevTools

Miro

Paper and pencil

## @edelstone

LinkedIn

GitHub

## Contact

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