

Michael Clifford

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Employment:

Designlab | UX Mentor

June 2020 – Present:

- Coached and mentored over 80 UX design students guiding them to a new career in UX, many of whom are now working in the field.

Xero | Product Design Lead

August 2020 – May 2023:

- Led a major strategic product initiative to deliver a future vision of automated accounting through document and data capture, which led to the restructuring of two divisions in the company to align with this initiative.
- Established an accelerated 12-month plan for delivery with product and engineering leaders across teams to prioritize features that modernize our code base and maximize user impact.
- Formed a leadership team with Product and Engineering managers to establish a customer vision and roadmap for multiple product teams to modernize legacy experiences and deliver new features.

Prodigy Education | Product Design Lead

May 2018 – February 2020:

- Mentored and coached each designer on my team, helped establish career goals, and transitioned three direct reports to new roles and responsibilities.
- Directed user research and testing with school and district administrators, uncovering valuable insights through generative and evaluative research methods that led to innovations that increased the active user base by over 250%.
- Established a company-wide growth framework for Product Designers to facilitate better career planning and development plans.
- Led the hiring process for Prodigy's Toronto office, improving lead quality, and onboarding a group of talented designers.

Wave | Product Designer

August 2015 – January 2018:

- Created a new onboarding experience for the Wave Payments platform designed to clarify a complex application process to drive a 30% increase in retention and a 16% increase in revenue.
- Reimagined the onboarding flow for new businesses, which saw a 6% increase in accounts created by reducing friction and improving the experience through copy and animation.
- Implemented bank payments and redesigned the Wave Payments product, which increased user adoption by 23%.
- Designed an entirely new onboarding process for Wave Invoicing allowing users to easily customize invoices resulting in an engagement rate of over 80%.

Education:

Design Leadership for Business Certificate – The New School (2018 – 2019)

- Futures & Foresight (2019)
- Design & Innovation for Sustainable Business (2019)
- Economic & Cultural Context of Design (2018)
- Design Thinking (2018)
- Design Leadership & Management (2018)