

Mike Palmer

Product Designer

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WORK EXPERIENCE

DocuSign, Inc.

Mar 2014 - Present

PRODUCT DESIGNER III, PLATFORM + PARTNER APPS

Jan 2023 - Present

- Streamlined the enterprise subscription management experience, providing enhanced visibility to users and saving the internal account management team hundreds of hours annually.
- Led redesign efforts for the Admin homepage, providing a clearer value proposition and increasing engagement and adoption by 18%.
- Designed a cross-platform tool for granular permission management, directly addressing a major customer's renewal concerns, securing their high-value contract and ensuring significant revenue retention.
- Collaborated closely with product management and engineering to refine and optimize the DocuSign for Google Workspace integration, resulting in improved CSAT scores and a reduction in associated support cases.

PRODUCT DESIGNER II, PLATFORM

Aug 2021 - Jan 2023

- Promoted in under two years owing to exceptional design contributions.
- Oversaw design and UI copywriting for admin and developer experiences.
- Supported engineering delivery as an in-sprint resource for design and QA.

SENIOR TECHNICAL WRITER/CONTENT DESIGNER

Mar 2018 – Aug 2021

- Owned and authored product documentation and UI copy for multiple admin experiences, supporting external enterprise customers and internal teams such as sales, customer success, and professional services.
- Audited and updated top error strings in the admin UI, resulting in an 8% decrease in related support cases over 12 months and an annual cost savings of around \$100,000.
- Performed card sorting, treejack, and A/B tests to guide information architecture decisions, increasing adoption of underutilized features by 18% and reducing associated churn.

PROGRAM MANAGER

May 2017 – Mar 2018

- Managed internal and external design and development resources to ensure the successful, timely completion of the global support center redesign, which increased customer engagement by over 30%.

Three Additional DocuSign Roles

Wireless Data Services

TECHNICAL WRITER

Aug 2011 – Mar 2014

- Wrote product documentation for Android and iOS mobile devices.

AEON Language School (Tokyo, Japan)

NATIVE ENGLISH TEACHER

Jan 2009 – Mar 2011

PORTFOLIO + LINKEDIN

- <https://michaelpalmer.design>
- <linkedin.com/in/michaelbpalmer>

SKILLS

- Interaction Design
- Visual Design
- Wireframing & Concept Design
- Interactive Prototyping
- User Research & Data Synthesis
- Quantitative Data Analysis
- User Flows & Journey Mapping
- Information Architecture
- UX Writing
- HTML/CSS/JavaScript

TOOLS

- Figma
- Sketch
- Miro
- Invision
- Abstract & Github
- Mixpanel & Google Analytics
- Jira
- Confluence

EDUCATION

University of Washington
Front-End Development
Certificate
2023

UX/Visual Design Certificate
2020

Eastern Washington University
BA - Technical Communication
Minor: Visual Communication Design
2008

CREDENTIALS

IBM Training
Enterprise Design Thinking
Practitioner (Certificate)
2021

General Assembly
UX Design Certificate
2019

Nielsen Norman Group
Certified Practitioner -
Interaction Design
2018