

Mike Priebe

Product Designer

www.mikepriebe.ca

mp@mikepriebe.ca

[linkedin.com/in/michaelpriebe/](https://www.linkedin.com/in/michaelpriebe/)

Designing B2B and B2C SaaS solutions that innovate, engage, and convert
Experienced building complex AI-integrated products that are user-centric and impactful

EXPERIENCE

2023–2024

Lead UX/UI Designer • Casting Workbook

- Conceptualized, designed, and delivered the UX/UI vision and solution for a new core product built for producers and executives of large media corporations (Film/TV).
- Maintained and added designs to the design system of a complex SaaS enterprise ecosystem of four distinct products. Each with their own personas and account types.
- Designed and coded responsive and customizable CMS website templates for actors.
- Added features and improvements to the Actor App 3.0 on iOS.

2020–2023

UX/UI Designer • ehsAI (acquired by InteleX/Fortive)

- Designed the interface for the ehsAI enterprise SaaS application from ideation to fully functioning product (0–1) used by small businesses to Fortune 500 companies.
- Created innovative and engaging user experience designs to integrate with Artificial Intelligence (AI) and Machine Learning (ML) algorithms transforming unstructured data from regulations and permits into useable compliance information. Environment, Health & Safety clients can save 80% in time and money while being more accurate.
- Utilized the whole team to inform and enhance the design.
- EHS veterans at large companies familiar working with documents by pen and paper are calling the ehsAI app “intuitive”, “easy to use”, and “industry disruptor.”

2019–2020

Senior Product Designer • PNI Media

- Created UX/UI designs for the digital products of some of the world's largest retailers such as Staples, Walmart, SAM and more.
- Increased cart conversion for Staples by 7 percentage points for all multi-page document print orders nationwide in the USA.
- Responsible for taking projects through research, ideation, mockups, user flows, wireframes, prototypes, accessibility analysis, user testing, design system updates, UI breakpoints, and final hand off for development.
- Used the SAFe Scaled Agile methodologies such as design thinking and customer centred approach to improve team performance, engagement, and productivity.

2013–2017

UX/UI Designer • Two Hat Security (later acquired by Microsoft)

- Designed and built (front-end dev) custom interface templates for the Community Sift chat filter app serving global clients including TikTok (Musical.ly), Medium, SuperAwesome (PopJam), Kabam (Marvel Comics), and others.
- Increased moderation speeds up to 2x faster for all types of chat moderation queues.
- Enjoyed communicating directly with clients to assess and create solutions.
- Collaborated in designing the user experience and user interface for the Sift Ninja app. Implementing user stories, user testing, wireframing, and prototyping. Building the application from concept to a completed shipped product in less than 6 months.

2011–present

UX/UI, Branding, Graphic Designer, Entrepreneur • MP Design

- Freelance business focused on UX/UI, branding, and graphic design serving clients in architecture, health, real estate, video, music, and tech industries.

EDUCATION

2021

Massachusetts Institute of Technology (MIT)

System Thinking Course

2012

Emily Carr University of Art + Design (ECU)

Design for Social Change Course
(Design Thinking)

2010–2011

British Columbia Institute of Technology (BCIT)

New Media Design & Web Development Program

- Senior Management Certificate
- Graduating with Distinction

SKILLS

Competitive Analysis • Data Analysis
• User Research • User Stories • User Flows • Journey Mapping • Information Architecture • Taxonomy • Wireframing
• High-Fidelity Mockups • Prototyping • Accessibility • Inclusivity • Sustainability • Interface Design • Iconography • User Interviews • Usability Testing • Design Systems • Layout Design • Typography
• Branding • Graphic Design • Colour Theory • HTML5 • CSS3 • JS • APIs • and more

TOOLS

Paper & Pencil • Post-its • Miro • Sketch • Slack • Figma (FigJam) • Adobe (XD, Illustrator, Photoshop, InDesign) • Abstract • GitHub • Sublime • Asana • Atlassian (Jira, Confluence) • AI (ChatGPT, Claude, Fotor) • and more