Michael Novido
Lead UX and Product Design

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Professional Summary

I am a dynamic creative professional adept at crafting compelling products, experiences, and services. Renowned for my rapid problem-solving skills and the ability to conceptualize innovative solutions across diverse contexts. Grounded in a customer service background, my affinity and empathy for users deeply influence my design approach. Fueled by a strong work ethic, I excel in collaborative team environments, with a particular passion for contributing and taking the helm as a design leader.

Design Stack

UX Tactics and Strategy, Facilitating Design Sprints/Workshops, Information Architecture Wireframes, User Research, Problem Solving, Prototyping, Storyboarding, Journey Maps, Empathy Maps, Data Visualization, Visual Design, User Interface Design, Typography, HTML, CSS, Competitive Evaluation, Ethnography, Graphic facilitation, Heuristic Evaluation, Interviewing, User Testing, Sitemaps, Sketching, Usability Testing, Motion Graphics, Video Editing, UX Management, Design Leadership

EXPERIENCE

PricewaterhouseCoopers – Lead Product and UX Designer, UX Manager
San Diego, CA | May 2021 - Present

At PwC, Michael leads and manages teams of designers in a galore of engagements.

- Led and managed UX team for one of the Nation's leading healthcare providers and nonprofit health plans across diverse products. While making a major contribution to the modernization of design processes, methodologies and governance of the organization's design system.

- Spearheaded the design and development of a digital front door tailored for patients and families navigating Non-Small Cell Lung Cancer, taking on roles as the Subject Matter Expert and User Experience Lead. As a result, we created a robust platform that guided patients and families on their journey to fight cancer.

- Led designing several projects that helped the firm build its own AI/ML tools for managing employees, clients, and projects. These projects helped increase productivity, save time, and create revenue.

- Led designing multitudes of POC projects for the largest companies in the world. And helped the firm win multi-million dollar accounts.

Seqster – Lead Product and UX Design
San Diego, CA | April 2017 - February 2021

At Seqster, Michael designed a health data platform from the ground up that managed medical data, fitness apps, devices and genomics enabling patients to collect their data in one place.

- Discovered many crucial pain points that proved the platforms value to the health industry

- Co-designed with doctors and patients, as a result we created partnerships with foundations like the American Heart Association and Alzheimers Association

- Created a white label design system that was flexible and modular enabling it to match various brands.

- Helped raise $12M in Series A funding.

Hopscotch Labs – Contract UX / UI Designer
San Diego, CA | December 2016 - 2021

HopScotch Labs was a UX consulting team that I did contract work.

• One contract was for the City of San Diego. The challenge was make design improvements to their city infrastructure reporting app. We succeeded by uncovering key solutions to their app that saved the city 1M in costs and 6 months of development.

Contentlinq – Contract UX / UI Design
San Diego, CA | June 2016 - May 2017

At Contentlinq, I led all things design for the company. We served the optometry industry by improving UX in retail spaces with interactive kiosks that helped increase and track eyewear sales.

• Led the design from conceptualization to product launch of an app that interfaced between sales and their customers. Our goal was to land Walmart as a customer to use our SaaS in their vision department. This app now lives in over 4,000 stores in the U.S., and it helps numerous customers make better purchasing decisions.

• After MVP's success at Walmart, we landed accounts from hundreds of optometry boutiques, Nike Vision, and Sam's Club.

Solanatel – Visual Design
San Diego, CA | 2011 - 2016

Solanatel was a design agency that created digital products for CareerBuilder. I started by designing landing pages and forms which initiated my UX journey.

• Designed career sites and created a solid design process of integrating career builder website for major companies like HP, Chevron, Living Spaces, and 24 hour fitness.

• Set the design standards in responsive mobile web for other design teams to follow.

OTHER APPS & WEBSITES I WORKED ON
UCSanDiego.edu • Petco.com • Nortek Security • H.E.B

TOOLS
Pen and paper, Figma, FigJam Affinity, Adobe Suite, Sketch, Zeplin, Webflow, Axure, Optimal Workshop, Maze, HotJar

COMMUNITY
UX Speakeasy • SDXD • Design Forward Alliance • Toastmasters

EDUCATION
SDSU, BA in Design • UCSD Extension, UX Design Certificate • Interaction Design Foundation Member • UIE • SAFe 6.0 Agile Leadership, SAFe 6.0 Scrum Master