

Michael Novido.

STAFF PRODUCT DESIGNER · UX LEAD

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Staff-level product designer with 15+ years spanning zero-to-one startups and Fortune 500 consulting. Lead UX Consultant at PwC since 2021, leading design across 14 engagements in health, finance, sports, real estate, and enterprise AI — currently designing a first-to-market suite of AI and computer-vision apps poised to transform the property valuation industry. Pioneered AI-accelerated delivery, cutting client alignment from 6+ months to 3 for a Fortune 100 technology company's R&D division, and turned around a \$30M account at risk of walking — earning a commitment for additional work. Previously led product design at Seqster, where design was central to a \$12M Series A and multiple industry awards.

EXPERIENCE

Lead UX Consultant — PwC

2021 — PRESENT

Design leadership across 14 client engagements spanning healthcare, finance, sports, consumer, and enterprise AI. Repeatedly deployed into ambiguous, high-stakes situations: at-risk accounts, undefined problems, and first-of-their-kind AI initiatives.

- **Currently leading design of a 4-app product suite** (since Jul 2026) for a national property valuation services provider — a first-to-market platform where field inspectors capture property photos and generate floor plans via AI agents, computer vision, and scan-to-floor-plan technology, paired with business-side QC tooling and automated custom form generation for bank-ordered valuations, built around the industry's emerging MISMO data standard.
- **Designed an AI-powered platform** intended to one day run stadium operations for a major-league sports franchise; achieved the fastest client approval cycle the account had seen via AI-augmented design workflows.
- **Saved a \$30M account** for a national healthcare benefits provider by taking over design on a deteriorating engagement; rebuilt client trust through delivery quality, resulting in the client committing to purchase additional work and recognition from firm leadership.
- **Cut client alignment from 6+ months to 3 sessions over 3 months** for a Fortune 100 technology company's R&D division by pairing an AI orchestrator concept with interactive AI-built prototypes stakeholders could test live.
- **Led 7 designers across multiple products** on the flagship app of a leading integrated health system serving **7M+ users**; helped establish the client's design system and drove ADA compliance across the experience. (18-month engagement.)
- **Drove enterprise AI adoption** for a global investment firm: research with 30+ employees across functions, then designed a centralized AI Portal to build organization-wide AI proficiency.

- **Diagnosed adoption failure** of an internal budgeting platform — the intended source of truth — for a global technology leader; uncovered root causes and delivered the recommendations to course-correct.
- **Adapted across shifting demands** on a nationwide systems migration for a Fortune 100 industrial manufacturer, leading cross-site support and keeping thousands of employees productive through the transition — proof of range beyond the screen.

Lead UX & Product Designer — Seqster

2017 — 2021

Health-data startup, pre-PwC. First design hire; built the product and design practice from zero.

- Designed the health-data aggregation platform from concept through launch; design was central to the company raising a **\$12M Series A**.
- Built the company's **custom design system** from scratch, scaling consistent product quality as the platform grew.
- Design quality helped win **partnerships with the American Heart Association, Takeda, and 23andMe** — the product was the pitch.
- Award-winning app in healthcare startup circles, earning multiple industry design recognitions.

Earlier experience

2011 — 2017

- **Hopscotch Labs / City of San Diego** (2016–2017) — helped win the bid for the city's "Get It Done" civic services app; facilitated workshops with residents and city staff to drive service design improvements.
- **Contentling** (2016–2017) — designed a retail SaaS application deployed in **4,000+ Walmart stores** nationwide.
- **Solanatel** (2011–2016) — web design across client and product work; foundation years in visual and interaction design.

SKILLS

AI-AUGMENTED DESIGN	Cursor, Figma Make, rapid AI prototyping, AI-accelerated client alignment, designing AI products (orchestrators, agentic platforms)
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DESIGN LEADERSHIP	Multi-team design direction, design systems, mentoring, influence without authority, client turnaround
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CRAFT & RESEARCH	End-to-end product design, qualitative research & synthesis, workshop facilitation, service design, accessibility (ADA/WCAG)
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Client names generalized per confidentiality; specifics available in conversation where shareable.