Micah Horvat
Product Design Leader

Professional Experience

Product Design Manager, AppOmni

June 2021 – Present

- Meet regularly with customers and end-users to understand their needs.
- Manage a team of 5 Senior Product Designers, including recruitment and hiring, coaching, and performance management.
- Manage design operations, setting standards for communication, process, and working agreements with product and engineering.
- Facilitate studio sessions to broaden partnership, foster collaboration, and develop a peer support structure.
- Contracted a 4 person team of agency designers focused on product visioning. Vetted nine international agencies for technical competency, ways of working, and positive return on investment.
- Developed AppOmni's design system, including responsive layout strategy, typography, color palette, data visualization, and UI patterns and components. Coached a team member to assume ownership. Contracted a 3 person team of UI Engineers to build design system infrastructure.
- Eliminated confusion over the product's feature set and navigation by implementing a new information architecture (IA) and navigation system.

Lead Product Designer, Sonatype

January 2015 – June 2021

- Led product design strategy through the company's growth from 40 to 400 employees and company acquisition.
- Drove investment in product design by demonstrating significant ROI. Performed modeling analysis to quantify significant cost reductions in customer support that could be achieved as a result of user experience improvements. Presented this model to leadership and achieved buy-in, resulting in the expansion of the product design team. Led resulting hiring efforts and onboarded nine new employees.
- Identified the need for improved strategic-level design decisioning and took action to create a cross-functional UX steering group.
- Coached product managers in objectives and hypothesis-driven product discovery, validation, design, and delivery; mentored junior product designers.
- Delivered product design for Nexus Lifecycle, a DevOps preventative security suite, in the form of sketches, maps, specifications, and interactive prototypes. Managed Agile delivery lifecycle for UI engineering scrum teams.

Contact

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Skills Summary

- People Management
- Team Building
- Facilitation
- User Engagement
- Product Discovery
- Rapid Prototyping
- Visual, Written, and Verbal Communication
- Creativity, Critical Thinking, and Empathy

Tool Proficiencies

Prototyping
Figma, Sketch, XD

Whiteboarding
Miro, Mural, InVision

User Analytics
Pendo, Google Analytics, Fullstory

Data
Airtable, Tableau, Jupyter Notebook, Excel

Planning
Aha, Jira, Asana, Notion, Powerpoint

Education

M.S. Digital Media, May 2008
Georgia Institute of Technology
Atlanta, GA

B.A. Philosophy, August 2003
West Virginia University
Morgantown, WV

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Senior UX Designer, Zenmonics

September 2013 – January 2015

- Led a team of 4 UX designers on a tablet based branch enablement product for Bank of America, creating a streamlined experience for tellers and commercial banking customers.
- Designed and prototyped several interfaces for FIS Global, a fintech organization, including a customer identification dashboard and a case management workflow platform which was completely modifiable by the end-user.

UX Designer, Compuware

March 2009 – September 2013

- Designed and developed special reports with interactive data visualizations for the National Science Foundation, including *Science and Engineering Indicators*, and *Women, Minorities, and Persons with Disabilities* to improve science funding and increase representation of underrepresented groups in science fields.
- Research and design for client projects: Rockwell Automation, Verizon, ARC Montgomery County, United States Census Bureau, Volkswagen, Environmental Protection Agency.

Principal, Earned Penny

July 2008 – March 2009

- Planned, designed, built, and launched earnedpenny.com, an online coupon-finding service.
- Presented progress reports and strategy sessions in recurring checkpoints with investors.