



# MICHAEL BANKHEAD

## FINTECH PRODUCT DESIGNER

### PROFESSIONAL SUMMARY

I'm a Product Designer turned Product Owner with 12+ years of experience and a specialty in fintech. I have a proven track record of leading digital transformation for Fortune 100 financial institutions as well as financial start-ups by setting visionary product goals, collaborating with cross-functional teams, and delivering superior user experiences based firmly in behavioral science. I thrive navigating ambiguity and driving user-centered strategies.

### EXPERIENCE

#### PRODUCT OWNER - DIGITAL COMMUNICATIONS

##### INVESTCLOUD INC.

LOS ANGELES, CA [REMOTE]

JULY 2023 – CURRENT

- Spearheads the development of user stories to ensure alignment of user needs with business objectives.
- Prioritizes features to drive the product roadmap, aligning with business objectives.
- Conducts comprehensive quantitative and qualitative research to inform design decisions and enhance user experiences.
- Collaborates with multi-disciplinary teams to visualize and iterate on product concepts, plan development cycles, and guarantee product delivery quality within deadlines.

#### LEAD PRODUCT DESIGNER / “KEEPER OF QUALITY”

##### - CORPORATE WELLNESS / SUB \$1B ADVISORIES

##### INVESTCLOUD INC.

LOS ANGELES, CA [REMOTE]

APR 2021 – JULY 2023

- Led product design efforts, including overseeing the creation of innovative solutions and individual screen designs for financial wellness and investment experiences.
- Crafted user stories and prioritized features to drive the product roadmap, ensuring alignment with business objectives.
- Utilized comprehensive quantitative and qualitative research to inform design decisions and enhance user experiences.
- Applied UI design and prototyping techniques to visualize and iterate on product concepts; from MLP [Minimal Loveable Product] through North Star, final launch, and retention.
- Collaborated daily with external clients and internal cross-functional teams, ensuring effective roadmapping and timely product deliveries.

#### SR. UX/ UI DESIGNER - FINANCIAL WELLNESS

##### INVESTCLOUD INC.

LOS ANGELES, CA

MAY 2019 – APR 2021

- Assisted and/or led design efforts InvestCloud's sole financial wellness product.
- Collaborated closely with cross-functional teams to shape the product vision and ensure design alignment with business objectives and development capability.
- Crafted wireframes, prototypes, and user interfaces, contributing to the evolution of product design.

### CONTACT

440.525.3844

[www.michaelbankhead.com](http://www.michaelbankhead.com)

[hello@michaelbankhead.com](mailto:hello@michaelbankhead.com)

### TOOLBOX

SKETCH

FIGMA

INVISION

PHOTOSHOP

ILLUSTRATOR

INVISION

JIRA

GPT-3.5 / GPT-4

HTML / CSS

### SKILLS

UX / UI DESIGN

PROTOTYPING

PROJECT MANAGEMENT

PRODUCT ROADMAPING

BRANDING / STYLE GUIDES

INFORMATION ARCHITECTURE

USER STORY DEVELOPMENT

### EDUCATION

#### ART INSTITUTE OF ATLANTA

- BFA in Graphic Design | Class of 2010

#### UDEMY

- The Ultimate Guide to Usability and User Experience – Dr. David Travis
- UX Web Design Master Course: Strategy, Design, Development – Joe Natoli
- Mobile Design with Sketch 3 – Maxime Cormier
- The Complete Web Developer – Rob Percival
- Learning Axure RP – Packt Publishing
- Framer.js: Innovative Prototyping and Design with Interaction Animation – Adria Jimenez
- iOS 10 and Swift 3 – Mark Price



# MICHAEL BANKHEAD

## FINTECH PRODUCT DESIGNER

### EXPERIENCE (CONT'D)

#### UX/ UI DESIGNER

##### LOS ANGELES CAPITAL MANAGEMENT & EQUITY RESEARCH

LOS ANGELES, CA

APRIL – OCT 2018

- Translated business and user requirements into an enterprise web application.
- Designed and delivered user flows, wireframes, mockups and clickable prototypes.
- Performed A/B tests to rapidly iterate on designs.
- Collaborated with software developers, business analysts, user researchers, and other stakeholders.

#### VISUAL DESIGNER / CREATIVE DIRECTOR

##### POLE WORLD NEWS

LOS ANGELES, CA

2013 – 2018

- Lead designer and brand manager for Pole World News and The PWN Awards.
- Designed, launched, and managed company websites.
- Managed creative budgets and project timelines.
- Created design assets for marketing campaigns.
- Organized and oversaw live events, interviews, and photography / videography shoots.
- Liaison to business partners, sponsors, vendors, and venues.

#### FREELANCE DESIGNER / OWNER

##### ALCHEMI LABS LLC

LOS ANGELES, CA

2012 - 2018

- **BESPUN DANCE STUDIO | 2018:** Responsive web site design & launch (Wordpress)
- **POLE SHOW LA | 2018:** Responsive web landing page design & launch (Wordpress)
- **GAINS GROUP LLC. | 2017:** Performed early ideations for the data-driven sport-tech's first mobile product (iOS).
- **ELITE B INC. | 2012 - 2019:** Produced branding, marketing, digital, web, and print design assets for Elite B inc and its subsidiaries.

#### VISUAL DESIGNER

##### CENTERS FOR DISEASE CONTROL AND PREVENTION

ATLANTA, GA

2011 – 2013

- Designed a content management platform for uploading, cataloguing, and sharing data across multiple departments and government agencies.
- Created visually compelling infographics and data visualizations including a Congress facing budget report and request.
- Provided design deliverables including, but not limited to: Branding & Iconography, Infographics, Editorial, Print, Web, and Digital assets and products.
- Created Branding Standards and Style Guides for internal programs and projects.

### AWARDS & NOMINATIONS

#### INVESTCLOUD PINK

2023

- [Winner] Top Employee Financial Wellness Platform - SelectSoftware Reviews

#### INVESTCLOUD

2023

- [Winner] Best Client Management Solution by WealthBriefing European Awards
- [Winner] Best Digital CX Partner: Wealth Management/Private Banking - The Digital Banker's Digital CX Awards 2023

#### INVESTCLOUD PINK

2022

- [Nominee] Best Financial Literacy Tool - SelectSoftware Reviews

#### INVESTCLOUD

2022

- [Winner] Best Financial Planning Software - Benzinga Global Fintech Awards