



MIKE INNES

SENIOR UX/UI AND PRODUCT DESIGNER

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SUMMARY

Product Designer with 10+ years of experience creating enterprise cloud solutions that make complex data usable, actionable, and scalable. Skilled at driving projects end-to-end—from research and personas to user flows, wireframes, and polished prototypes. Adept at simplifying multi-step tasks, applying design systems, and collaborating across engineering, product, and business teams. Known for clear storytelling, strong cross-functional communication, and a passion for building secure, user-focused platforms.

EXPERIENCE

Mezmo — Senior Product Designer

Remote | 05/2023 – 07/2024

Led UX design efforts during company pivot from telemetry pipelines to an observability platform, aligning user experience with enterprise SaaS goals. Collaborated closely with engineering, marketing, and product strategy teams to deliver cohesive, user-centered solutions.

- Created prototypes, high-fidelity mockups, and updated design patterns in Figma to align with refreshed style guides and brand standards.
- Spearheaded design of new onboarding experiences aimed at accelerating user time-to-value; improvements contributed to increased engagement and new pipeline creation.
- Conducted user interviews and persona research to uncover user needs and inform design decisions across multiple initiatives.
- Leveraged AI tools to rapidly prototype interface concepts and streamline iterative design workflows.
- Partnered with cross-functional stakeholders to translate user behavior insights into actionable platform enhancements.
- Contributed to measurable gains in user activity, pipeline builds, and customer acquisition

Akamai Technologies — Principal UX/UI Designer

Remote | 04/2017 – 05/2023

Led UX/UI strategy and execution for advanced performance analytics products used by software engineers, DevOps teams, and non-technical stakeholders. Contributed to the evolution of Akamai's digital experience platform with a focus on usability, scalability, and data clarity.

- Designed enterprise SaaS analytics products used by engineers, DevOps, and business stakeholders.
- Designed and refined complex interfaces for real-time and historical performance data (RUM), enabling deep insights into system behavior and end-user experience.
- Created intuitive solutions for search result complexity and Geo Map protocol visualization, balancing technical depth with ease of use.
- Played a key role in the development of a cross-platform design system, ensuring consistency and efficiency across mobile and desktop applications.
- Collaborated daily with developers, product managers, and data scientists to achieve goals.
- Helped bridge technical complexity with accessible design, enabling broader organizational adoption and improved decision-making.

SOASTA, Inc. — Senior UI Designer**Remote | 11/2014 – 04/2017**

Led product and brand design for SOASTA's performance analytics platform (later acquired by Akamai), delivering intuitive solutions for complex data workflows used by performance engineers and enterprise teams.

- Designed core UX assets including wireframes, prototypes, UI refreshes, and feature-level product design to support SaaS tools for real-time and historical performance monitoring.
- Developed a modular design system and a library of web components, charts, and data visualizations to ensure consistency and scalability across the platform.
- Contributed design and visualization work for a patented session path analysis chart (Patent US D820297).
- Crafted branding assets—including logos, printed collateral, and presentations—for SOASTA's product suite.
- Mentored engineering interns, providing design guidance and feedback to align front-end development with UX best practices.
- Pioneered new visual approaches for communicating performance data, improving usability for both technical and non-technical users.

Paul Werth Associates — Senior Designer**Columbus, OH | 10/2011 – 11/2014**

Creative lead designing logos, brand identities, websites, trade show booths, and various other materials for multiple markets including food, sports, medicine, philanthropy, and education.

- Led multidisciplinary design initiatives on numerous projects for White Castle, The College Board, Marshal Cavendish, Ohio State University, and numerous pharmaceutical clients.
- Mentored interns and oversaw project execution under tight deadlines in a high-volume, fast-paced environment, ensuring quality and consistency across deliverables.

Blue Diesel — Senior Interactive Designer**Columbus, OH | 03/2008 – 10/2011**

Led UX and visual design initiatives for pharmaceutical and healthcare clients within a highly regulated environment, balancing creative storytelling with strict legal and compliance standards.

- Designed interactive sales tools and digital content for tablet platforms, including Lenovo ThinkPad and Apple iPad, tailored for use by medical sales representatives and healthcare professionals.
- Translated complex medical research and clinical data into engaging visual narratives and interactive presentations that facilitated faster, more impactful communication with physicians.
- Developed websites, eDetail aids, and email campaigns for major clients such as Johnson & Johnson, Janssen, and Bayer, ensuring alignment with brand and regulatory guidelines.
- Contributed to award-winning projects by shaping visual design, collaborating with cross-functional teams, and maintaining high creative standards across deliverables.
- Represented the agency at professional events, including speaking engagements at Adobe User Group meetups and portfolio reviews for local design programs.

Resource Ammirati (formerly Resource Interactive) — Graphic Designer (Contractor)**Columbus, OH | 06/2007 – 12/2007**

Contributed to UX and visual design for high-profile consumer websites and marketing campaigns as part of a multidisciplinary team at a leading digital agency.

- Played a key role in the redesign of Hewlett-Packard's graphic arts web portal, focusing on usability, information hierarchy, and content accessibility.
- Collaborated with information architects, art directors, and fellow designers to ensure cohesive, user-friendly design for digital and web experiences.
- Designed layouts, templates, and production-ready assets that streamlined the presentation of dense technical content in a clean, digestible format.
- Delivered digital designs for a range of clients including HP's home server product line, Express clothing, and Pantene Pro-V.

Jobe and Associates — Graphic Designer (Contract)

Columbus, OH | 02/2007 – 06/2007

Delivered high-impact design solutions for large-scale corporate events, conferences, and branded experiences as part of a fast-moving creative team.

- Designed premium marketing materials, including packaging, mailers, signage, and branded collateral, tailored to high-profile event audiences.
- Traveled nationwide as part of an on-site creative team, providing real-time design support during conferences and corporate gatherings.
- Produced and printed daily event newsletters under tight overnight deadlines in collaboration with writers and photographers.
- Adapted quickly to last-minute client requests and evolving needs, ensuring seamless visual communication and brand consistency throughout each event.

TECHNICAL SKILLS

Design and Prototyping:

Figma, Sketch, Principle, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), OmniGraffle, Miro, Framer, Magic Patterns, Lovable, Cursor

User Research and Testing:

Maze, UserTesting, FullStory, Gong, Fathom, Heuristic Evaluation, A/B Testing, Usability Testing, Personas

Methodologies and Skills:

AI (Magic Patterns, Figma AI, Cursor, Lovable), UX Strategy, Design Thinking, Product-Led Growth, Accessibility Standards, Atomic Design, Component-based Design, Journey Mapping, Rapid Prototyping, Scalable UX

Collaboration And Dev Handoff:

Jira, Confluence, Notion, Slack, Miro, Trello

Development Familiarity:

CSS, HTML (light coding)

AWARDS

- **Communicator Award for National Safe Boating Infographic** (2014)
- **Graphic Design Magazine Award** (2013)
- **MM&M Award Best Interactive Initiative for Healthcare Professionals** (2010)
- **James A. Burke Award for Johnson & Johnson Interactive Tablet** (2010)

EDUCATION

The Columbus College of Art and Design — Bachelor of Fine Arts, Design and Illustration (2001), Columbus, OH

- Nominee for Student Excellence Award
- National Dean's List
- Art Therapy Volunteer, Grant Memorial Hospital Art Angel Program