

Michael Atwell

UX & PRODUCT DESIGN LEADER

Design leader with experience guiding cross-functional teams through strategy, discovery, prototyping, and delivery across web and mobile products. Combines hands-on design with cross-functional leadership, consulting, and product management. Known for bringing clarity to ambiguous design challenges and using AI-assisted and code-based prototyping to accelerate product decisions.

EXPERIENCE

Manager, Product Design | Allata

AUG 2022 – PRESENT

Digital consulting company helping clients solve complex business and technology challenges through AI, data, and digital products. My work focuses on client-facing product design, product management, and AI-assisted design delivery.

- Lead cross-functional teams through product strategy, discovery, UX design, prototyping, and delivery across complex consulting engagements.
- Balance strategic leadership with hands-on design, creating user journeys, product workflows, high-fidelity interfaces, and interactive prototypes across web and mobile products.
- Developed an AI-supported knowledge workflow that helped distributed teams understand product context, domain knowledge, APIs, and technical requirements; colleagues later adapted the approach for other projects.
- Lead Experience Design huddles and coach designers through critique, client communication, prototyping, and delivery challenges.
- Support sales and company growth by presenting product-discovery methods, UX strategy, and AI-assisted prototyping approaches to prospective clients, senior stakeholders, and internal leaders.

Selected client engagements:

Product Designer & Product Manager

SPORTSMO

- Served as product designer and product manager for a mobile app that enables fans to support college athletes through NIL-related contributions.
- Partnered closely with the primary stakeholder to translate the business vision into product priorities, workflows, and release decisions.
- Enabled an offshore development team to understand American football, product requirements, and technical context through hands-on guidance and an AI-supported knowledge workflow.
- Led real-world testing and launch readiness against a fixed football-season deadline, resulting in a successful launch on both the Apple App Store and Google Play.

Product Designer

CARIS LIFE SCIENCES

- Designed experiences for patients, healthcare providers, and internal lab teams across both customer-facing and data-heavy operational workflows.
- Created detailed Figma-based interfaces for internal lab users, translating complex information and processes into clearer, more usable tools.
- Developed AI-assisted, code-based patient- and provider-facing prototypes from acceptance criteria and brand guidance under an extremely compressed timeline, earning strong feedback from client leadership.

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LEADERSHIP

UX vision & strategy · Product strategy · Design mentoring & critique · Workshop facilitation · Executive presentations · Client consulting · Product discovery · Business-development support

DESIGN

User research & usability validation · Journey mapping · Information architecture · Wireframing · Interaction design · Prototyping · High-fidelity UI · Design systems · Web & mobile · Accessibility considerations

DELIVERY

Product management · Business analysis · Roadmapping · Requirements · Prioritization · Risk & scope management · Developer collaboration · Design handoff · Agile

AI & TECHNICAL

AI-assisted design & research · Generative and code-based prototyping · AI knowledge products & personas · HTML / CSS familiarity

TOOLS

Figma · FigJam · Miro · Cursor · Claude · ChatGPT · GitHub · Azure DevOps · Illustrator · Photoshop

EXPERIENCE, CONTINUED

Product Designer

MOLECULAR TESTING LABS

- Conducted in-person observational research and interviews with lab technicians to understand workflows, pain points, and day-to-day realities.
- Synthesized findings into journey maps, personas, workflows, and design artifacts that clarified user needs and guided product decisions.
- Used those insights to align stakeholders and developers around a shared product vision, translating complex lab processes into clear requirements and detailed designs.

Product Designer & Business Analyst

BELL

- Worked across product design and business analysis to rapidly turn client needs into designs, user stories, delivery milestones, and clear direction for developers and QA.
- Led Agile ceremonies and ongoing client communication, tracking complex dependencies, escalating blockers, and keeping the team aligned against an aggressive delivery schedule.

Product Designer

UNLEASHED BRANDS / URBAN AIR

- Simplified a complex point-of-sale workflow into a clearer, more intuitive experience that was easier for users to learn and complete efficiently.

Product Designer | BDOW!

APR 2024 – PRESENT

- Design and improve features and workflows for a lead-generation platform that helps businesses convert website visitors through forms, pop-ups, targeting, and related marketing tools.
- Helped transition the product from Sumo to BDOW!, applying the new brand standards across the application and creating a more cohesive experience.

UX Designer | KindHealth

MAR 2021 – JUL 2022

- Designed end-to-end experiences that made it easier for individuals to understand and purchase health insurance.
- Partnered with product and engineering to introduce a more structured UX process while creating wireframes, prototypes, illustrations, and visual assets.
- Built and expanded the product design system, creating more consistent patterns and reusable components for design and development.

Communications Director | HCBC

AUG 2017 – MAR 2021

- Led communications and creative work across web, video, print, social media, and live-event experiences, including a broad rebrand and new website.
- Led a broad rebrand and designed a new website that created a clearer, more cohesive experience for the church community.

Earlier Experience

2011-2017

- Held ministry and leadership roles at Highland Park Presbyterian Church and Ozone Ministries, creating graphic design, digital content, and event communications while regularly presenting and casting vision for teams.

EDUCATION

Texas A&M University

Bachelor of Science

2007–2011 · College Station, TX

SMU Continuing & Professional Education

Certificate in User Experience Design

2020–2021

SELECTED CLIENTS

Sportsmo · Caris Life Sciences · Molecular Testing Labs · Bell · Unleashed Brands / Urban Air