Michael Zimmer

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Summary

Multidisciplinary Product Design Leader with 20+ years of experience spanning product strategy, UX/UI, graphic design, branding, and front-end collaboration. Proven track record of scaling design orgs, shipping award-winning products, and building cross-functional alignment across product, engineering, marketing, and executive teams. Expertise includes design systems, human-centered design, mobile-first UX, agile methodologies, and AI-human interaction models. Passionate about ethical design, inclusive design, and mentoring high-performing teams.

Core Competencies

Product Design · UX Strategy · Design Leadership · Creative Direction · AI-Human Interaction · Mobile App Design · Responsive Web Design · Design Systems · Visual Design · Interaction Design · Brand Identity · Agile Development · Mentorship · Cross-functional Collaboration · Design Ops · Prototyping · Usability Testing · E-commerce UX · SaaS Design · Accessibility · Figma · Adobe CC · Jira

Experience

Principal Product Designer

Nearmap | Jan 2024 – Present | Remote

- Led end-to-end product design post-acquisition by Thoma Bravo.

- Built intuitive geospatial and underwriting tools focused on AI-human collaboration.

Lead Designer

Nearmap | Aug 2020 – Mar 2024 | San Francisco, CA

- Drove platform evolution for real estate and property intelligence.

- Oversaw product, design, and brand across legacy and emerging systems.

Lead Product Designer

Scalable Press | Apr 2019 – Aug 2020 | San Francisco, CA

- Led multi-product UX strategy, improving conversion rates by 6%.

- Mentored team and championed design excellence culture.

Creative Director

Credit Karma | Nov 2010 – Apr 2018 | San Francisco, CA

- Spearheaded design org growth from 1 to 10+, scaling product across web, iOS, Android.

- Launched award-winning mobile apps (#1 Finance App, WIRED Best of Year).

- Led UX for 3 full-platform redesigns and major company rebrand.

- Grew user base from 1M to 75M, boosting registration to 90% and retention to 30%+.

Senior Art Director

Thunder Factory | Jun 2005 – Mar 2010 | San Francisco, CA

- Directed brand, campaign, and digital work for B2B and consumer clients in biotech, finance, and fitness.

Graphic Designer & Production Roles

Various Agencies | 2001 – 2005

- Designed web, print, and political campaign media at Howry Design, Storefront Political Media, Cooke Publishing, and Malish & Pagonis.

Education

Carnegie Mellon University | BFA, Communication Design | University Honors | 2001

Volunteer

Fine Arts Museums of San Francisco – Achenbach Graphic Arts Council

Board Director (2014–Present): Support and approve new acquisitions for works on paper; produce member newsletters.