Michael Blakely

Principal Product Designer

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Principal product designer with 15+ years shaping enterprise and consumer experiences. Turns complex problems into clear product direction, aligns cross-functional teams and connects research, design and delivery. Combines hands-on interaction design with mentoring and recent AI-native product building.

EXPERIENCE

Charter Communications (Spectrum)

2017 - 2026

Principal II Product Designer, 2020 - 2026

Previously UX/UI product design contractor, 2017 - 2020

Agent OS redesign

Customer-service platform

- Led design direction and day-to-day operations across **four Agent OS teams**, coordinating design, research, content, Customer Operations and engineering.
- Designed and prototyped call-reason and outage-credit experiences. Partnered with engineering on billing comparison and helped shape a hub-and-spoke navigation framework.
- Established research-to-delivery cycles and shared prototype standards within the design system. Partnered with accessibility specialists on reviews and low-vision testing toward WCAG AA.

TechMobile Refresh

Android field-service experience

- Led program scoping and stakeholder alignment, coordinating design and research leads, Product, FieldOps and Ascendion engineering.
- Connected **six design sprints** to Agile delivery and brought vendor teams into solution shaping. Resolved technical implementation conflicts with the Design Lead to preserve design intent.
- The redesign drew on team research spanning **40 interviews and 15 usability tests**.

97.1% job-close success, up from 89.7% | **86.2%** activation success, up from 81.0%

Director-reported program results alongside broader product, process, backend and organizational changes.

AI product design and prototyping

Intake Engine

- Conceived and built a **functional, LLM-powered conversational prototype** that helps subject matter experts clarify requirements through contextual questions and structured outputs.
- Designed adaptive conversations, model-selected tools and persistent records using Anthropic API, Supabase and Claude in VS Code.
- Partnered with Design Technology on hardening: investigated issues against the codebase, created Jira stories and contributed scoped changes through engineering review.

LEADERSHIP AND MENTORING

Charter Communications (Spectrum)

- Coached Agent OS design leads in strategy, prototyping and sprint facilitation; shifted design review into teams and handled escalations to remove a central review bottleneck.
- Served in a roughly one-year interim management assignment for **seven designers and two content strategists**. Led one-on-ones, work allocation and onboarding, partnering with discipline managers.
- Reorganized work into flexible pods and documented decisions for the incoming manager. Led two intern cohorts through concepts, design work and presentations.

SELECTED CONSULTING ENGAGEMENTS

Lead UX Architect | Freelance and contract work

Disney Parks and Resorts Online 20-month engagement

Led design teams for the 2009 online marketing campaign, connecting brand strategy with contextual inquiry, personas and annotated wireframes. Presented concepts to executives and mentored colleagues in user-centered design.

Cisco Systems 24-month engagement

Established user-centered design practices within the development lifecycle and trained a **UX team of 10**. Led exploration for an integrated commerce workspace, created interaction patterns and reviewed agency work across releases.

Toyota via Saatchi & Saatchi LA 18-month engagement

Led **seven designers** on an enterprise factory-configuration tool. Set UX strategy, mentored the team in interaction design and Axure, managed scope and adapted deliverables to Agile development.

Riot Games 8-month engagement

Led a **nine-person team** exploring a League of Legends companion app. Built approximately 12 Axure prototypes and partnered with visual design and offshore iOS development to test and refine concepts.

SELECTED CAPABILITIES AND TOOLS

Design and leadership Product strategy, complex systems, information architecture, interaction design, research-led discovery, usability testing, design systems, accessible design, cross-functional leadership and mentoring.

Hands-on tools Axure, Figma Make, Claude, Anthropic API, Supabase, VS Code and Jira. Interactive prototyping, conversational AI and AI-assisted development.

EDUCATION

MS, Instructional Technology | Utah State University

BS, Organizational Development | Brigham Young University-Hawaii