

Micah Bennett

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Hi, I'm Micah. I design creative safe spaces, accountable teams and well crafted, high impact products.

Relevant experience

Head of Product Design & Growth @Propel

Mar 2023 - July 2023 // CivicTech, FinTech // 6 million DAU // 6 squads

Managed a team of 5 Junior to Principal designers at Series B startup
Revamped org, product & brand efficiency and quality, partnering with creative and UXR leadership
Delivered growth designs, bringing in \$500k in new revenue in 3 months through scrappy experiments

Product Design Director, Core Experience, R&D @Asana

Apr 2020 - Feb 2023 // SAAS // 30 million users // 6 pods

Hired and directed a team of 5 Junior to Staff designers; scaled company product dev process
Co-led 3 business-critical areas with a quartet, driving +74% YoY increase in target usage
Managed UX & strategic visioning for 0-1 new product lines, forming 5 new teams
Revitalized strategy, interaction and visual design for new Goals product, #1 in OKR software
Directed redesign of product navigation to aid user orientation and adoption

Principal Product Designer & Design Manager, Growth @Oscar

Sep 2018 - Apr 2020 // Healthtech // 1 million members // 5 squads

Overhauled 3 health insurance enrollment products; managed and mentored designers and PMs
Spearheaded leadership buy-in as interim PM, optimizing product a11y, analytics, mobile experience and gender inclusion. Increased lead generation by 25%, \$3.5 million in revenue

Senior Product Designer @DesignMap

Jan 2016 - Jul 2018 // Product Design Studio: Healthtech, B2B, SAAS

Accelerated research, visioning & end-to-end product design for enterprise clients including Proteus, Kaiser Permanente, TEAM Software and generated \$2 billion in new revenue at eBay

Growth Design & Marketing Manager @Homeless Prenatal Program, Salesforce

Aug 2012 - Aug 2015 // Social Impact // 15K clients

Launched marketing strategy & agency branding, raising annual operating budget of \$6M
Architected website and database, led numerous Salesforce hackathon projects

Service Design & Publications Manager @Organization for Refugee, Asylum & Migration

Jun 2011 - Aug 2012 // International advocacy with the United Nations

Streamlined production & design of multiple legal publications, ran international office operations.
Pioneered first pilot U.S. Resettlement Program for LGBTI refugees in SE, inspiring the national Rainbow Welcome Initiative under President Obama.

Talks & education

Design before pixels: Maps & Models to supercharge your design process

Beyond the Binary: 5 steps to designing Gender Inclusive fields in your product

Grace Hopper, Lesbians Who Tech

B.A., Sociology & Feminist Studies, University of California Santa Cruz

Concentration in Law & Politics; Honors in Major, Cum Laude