

Mikel Rosenthal

SENIOR PRODUCT DESIGNER · VISUAL CRAFT · DESIGN SYSTEMS · IOS · ANDROID · WEB

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I. SUMMARY

Visual-craft-obsessed UI designer with 24 years making complex software beautiful — typography, spacing, color, motion, and the interaction details most teams never get to. Deep history in regulated healthcare and enterprise products: core contributor to **GE Healthcare's** Edison Design System (2020 Red Dot for Interface Design), builder of **Blue Cross Blue Shield's** FIBER system, cross-platform component work at **Verizon** spanning iOS, Android, and web with platform-native fidelity to Apple's HIG and Material Design. Deep design-systems background — five built, plus contributions inside mature systems at GE and Verizon — carried today as fluency: comfortable in any system, focused on making the work inside it exceptional. Works AI-forward: exploration, prototyping, and production front-end accelerated with Claude Code and generative tools — with every craft decision staying human. Accessibility (WCAG) built in by default. Founder of **PBK Studio**. *Unmistakable visual worlds, built to scale.*

II. EXPERIENCE

PBK Studio *Founder & Owner* MAY 2026 – PRESENT

DESIGN SYSTEMS · PRODUCT · BRAND · WEB · MOTION · VOICE · AI-NATIVE WORKFLOWS

Independent multidisciplinary studio designing composable design systems, AI-augmented product experiences, generative brand identity, and original music/voice work for enterprise and consumer clients.

- Engagements span enterprise design systems (healthcare, fintech, insurance), real estate microsites, brand identity, and responsive web.
- Deliverables ship with governance, accessibility, and developer handoff built in — Figma-first, with clear documentation and contribution patterns.
- Original music released as PitchBlackKnight; SAG-eligible voice performance for commercial, narrative, and sonic branding.

Verizon *Senior Design System Designer II* DEC 2025 – JAN 2026

SHORT-TERM CONTRACT VIA INSIGHT GLOBAL · FULLY REMOTE

Focused engagement on Verizon's post-rebrand enterprise design system — worked across the system's tokens, variables, and components in Figma, supporting parity across native iOS, Android, and web with platform-native fidelity to Apple's HIG and Material Design.

The Bettering Company *Brand Designer* MAY 2024 – AUG 2025

FREELANCE · REMOTE / CHICAGO, IL

Built a new brand identity and lightweight design system, translating the company's core values into a cohesive visual language and shipping-ready guidelines.

- Generated and refined a wide range of logo concepts — exploring form, symbolism, and narrative to capture the brand's mission.
- Established brand guidelines and flexible foundations for consistent application across digital and physical touchpoints.

Avant *Senior Product, UI/UX & Design Systems* MAY 2021 – AUG 2024

FULL-TIME · HYBRID / CHICAGO, IL

Led design and development of Avant's Pathfinder Design System and a marketing design library spanning product and brand.

- Defined the visual language and component architecture that kept multi-platform work consistent.
- Designed dense, data-heavy advisor tooling in a dark-themed product UI; partnered with engineering on reusable Figma libraries and themeable variants.
- Introduced a brand/marketing design library that streamlined consistency for 350+ marketers.

GE Healthcare *Senior UX/UI Product Designer, Design Systems* JAN 2020 – FEB 2021

CONTRACT · HYBRID / CHICAGO, IL

Core contributor to the award-winning Edison Design System — designed and evangelized modules as part of the team behind a foundation unifying 40+ regulated clinical and enterprise healthcare products.

- Developed scalable Figma component libraries and UX documentation adopted across diverse clinical product teams and device surfaces.
- Central role in winning the 2020 Red Dot Award, Fast Company Innovation by Design, and dmi:DVA Award for Interface Design.
- Partnered with accessibility and compliance teams to ensure usability across regulated healthcare environments.

SurePeople *Lead UX/UI Visual Product Designer* JUN 2020 – SEP 2020

CONTRACT · REMOTE / CHICAGO, IL

Led UX and visual design of the PRISM psychometric platform, translating complex behavioral data into clear, human-readable visualization.

- Defined interaction models, visual hierarchy, and IA for complex data visualization; built the platform's modular UI system from scratch in Figma.

Blue Cross Blue Shield *Senior Product / Design Systems Designer* MAY 2018 – DEC 2019

CONTRACT · HYBRID / CHICAGO, IL

Created and maintained the FIBER Design System — a React-compatible framework that accelerated product-to-market timelines.

- Defined typography, color, grids, and iconography; partnered with developers on themeable React components.
- Partnered with developers to translate designs into React components; mentored teams in accessibility and documentation standards.

TransUnion *Senior UX Designer, Design Systems* MAY 2018 – JUN 2019

CONTRACT · HYBRID / CHICAGO, IL

Designed the global TUCM Design System and visual identity for customer-facing and internal applications.

- Built responsive, scalable UI libraries and universal style guidelines.

Maven Wave / Eviden *UX Team Senior Lead, Design Systems* JAN 2005 – MAY 2018

FULL-TIME · HYBRID / CHICAGO, IL

Directed conceptual and visual direction across Fortune 500 client projects, integrating UX principles with brand storytelling.

- Established scalable design workflows and early design-system patterns for clients including Google, AT&T, and Nike.
- Created prototypes, journey maps, and digital ecosystems across app, web, and co-branded products; mentored design teams.

Biersma Creative *Senior Designer & UX Lead* JAN 2006 – JAN 2013

FULL-TIME · CHICAGO, IL

Led visual brand and UX direction across healthcare, retail, and entertainment for clients including Aflac, AbbVie, Crate & Barrel, Disney, Google, Nike, Herman Miller, and Salesforce.

Firebelly Design *Junior Graphic Designer* JAN 2002 – JAN 2005

FULL-TIME · CHICAGO, IL

Concept-to-execution brand and web design; print and digital for ComEd, Petco, Harris Bank, and Scholastic.

III. SKILLS

UI & Visual Design Craft · Typography · Layout & Composition · Color · **Native Mobile UI** (Apple HIG · Material Design) · Cross-Platform (iOS · Android · Web) · **Design Systems** (five built · contributor at GE & Verizon) · Interaction & Motion Design · Micro-Interactions · **AI-Accelerated Workflow** (Claude Code · generative exploration · AI-assisted prototyping) · High-Fidelity Prototyping (Figma · HTML/CSS) · Complex Data Visualization · Regulated Healthcare & Enterprise UI · Accessibility (WCAG 2.2) · Art Direction & Brand · Figma · Adobe Creative Suite

IV. AWARDS & EDUCATION

2020 Red Dot Award — Interface Design
EDISON DESIGN SYSTEM · GE HEALTHCARE

2020 Fast Company — Innovation by Design

2020 dmi:DVA — Design Value Award

MSU Film Festival — 1st, Published Works

Missouri State University · Springfield, MO
BFA, SUMMA CUM LAUDE — ELECTRONIC ARTS & DESIGN

MINOR: MASS MEDIA & COMMUNICATIONS