

Mikel Rosenthal

Complex software, made beautiful, built to scale.

VISUAL PRODUCT DESIGN · DESIGN SYSTEMS · TYPOGRAPHY · COLOR · MOTION · DATA VISUALIZATION · ACCESSIBILITY · B2B SAAS

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01 SUMMARY

Staff-level visual product designer with 23 years making complex enterprise software beautiful — and the systems that keep it that way. I'm obsessed with the details most teams never get to: typography, spacing, color, iconography, motion, and how dense data reads to someone who isn't an expert in it. Deep history in regulated, trust-critical products — GE Healthcare's Red Dot-winning Edison system, Blue Cross Blue Shield, TransUnion, Avant — where compliance and security stakeholders are the users.

I define a visual language in real screens first, then generalize what holds up into tokens, component states, responsive behavior, and theming a whole organization can build from. Five design systems built from scratch, two mature enterprise ones evolved. I set principles, run reviews, and mentor so quality holds without me in every file. AI-forward in how I work, hand-finished in what ships. I'm looking for a permanent seat where I can own a system for years, not hand it off at the end of a statement of work.

VISUAL CRAFT

- Typography, color, layout, iconography, motion
- Illustration and data-visualization direction
- Dense B2B workflows made calm and readable
- Every state — loading, empty, error, edge
- Native and responsive — iOS, Android, web

DESIGN SYSTEMS

- Five built from scratch, two mature ones evolved
- Tokens, component states, responsive rules, theming
- Principles, standards, and review practices
- Documented like a product, not like a wiki
- Accessibility built in, not audited afterward

23 YEARS 5 SYSTEMS BUILT 54 COMPONENTS · FIBER 40+ PRODUCTS · EDISON 350+ MARKETERS UNBLOCKED

02 EXPERIENCE

PBK Studio — Principal Designer

MAY 2026 - PRESENT

PBK STUDIO, LLC · CHICAGO HEIGHTS, IL · REMOTE · PRODUCT · DESIGN SYSTEMS · BRAND · MOTION

Independent practice designing product and brand for enterprise clients in healthcare, fintech, and insurance — and building the visual systems underneath it.

- Design product end to end — flows, states, and visual execution — then generalize what proves out into a documented system the client's team can carry forward.
- Set the visual language for each engagement: type scale, color roles, spacing, iconography, and motion, expressed as tokens so it themes and scales cleanly.
- **Audit first.** Find where a system has drifted from what shipped, what's orphaned, and what will break under change, then hand back standards and guidance **the client's team can execute themselves.**
- Design and ship in one pass with Claude Code and Codex. [MikelRosenthal.com](https://mikelrosenthal.com), pitchblacknight.com, and a daily intel dashboard were each carried from identity through deployed front-end.

Verizon — Senior Design System Designer II

NOV 2025

CONTRACT VIA INSIGHT GLOBAL · FULLY REMOTE

Focused engagement on Verizon's post-rebrand enterprise system, across matrixed iOS, Android, and web teams and their engineering partners.

- Held one visual language across three platforms — validating the token and variable layer against what engineering actually shipped, working through **Dev Mode and Code Connect** with frontend engineers.
- Audited the libraries across **two platform teams** and caught where design and code had drifted apart before it reached release.
- Wrote the documentation and contribution guidance, ran reviews with design, engineering, product, and platform partners, and held WCAG 2.2 as a gate rather than a cleanup pass.

The Bettering Company — Brand Designer

MAY 2024 - AUG 2025

FREELANCE, CONCURRENT WITH AVANT · REMOTE / CHICAGO, IL

Built a brand identity and a lightweight design system from scratch — company values translated into a visual language, with guidelines ready to ship across brand, marketing, and product.

Avant — Senior Product, UI/UX & Design Systems Designer

MAY 2021 - AUG 2024

FULL-TIME · HYBRID / CHICAGO, IL

Led design across product and brand for a regulated lender, and built the **Pathfinder Design System** that held it together.

- **Designed customer-facing product end to end** — application and servicing flows, and the interaction states, error handling, and edge cases that decide whether a borrower finishes or abandons.
- Designed dense, data-heavy advisor tooling in a dark-themed UI, working through hierarchy and responsive behavior in real screens before generalizing anything into the library.
- Built Pathfinder from scratch as its **sole design-systems contributor** — embedded with a product team of three, three engineers, and a product manager, shipping the system alongside the product rather than ahead of it.
- Introduced a **200+ asset** brand and marketing library that **unblocked 350+ marketers** to produce consistent creative without waiting on a designer.

GE Healthcare — Senior UX/UI Product Designer, Design Systems

JAN 2020 - FEB 2021

14-MONTH ENGAGEMENT · HYBRID / CHICAGO, IL

Core contributor to the award-winning **Edison Design System**, across 40+ regulated clinical and enterprise products.

- **Designed product UI for clinical environments** where legibility, hierarchy, and error prevention are safety concerns rather than preferences — then generalized what held up into shared modules.
- **Evangelized those modules directly to product teams** through design reviews, usage guidance, and hands-on support — the work that held adoption across a large matrixed organization.
- Worked alongside accessibility and compliance specialists on patterns used throughout regulated clinical software.
- Contributed to work recognized by the 2020 Red Dot Award, Fast Company Innovation by Design, and the dmi:DVA Award for Interface Design.

SurePeople — Lead UX/UI Visual Product Designer

JUN 2020 - SEP 2020

CONCURRENT ENGAGEMENT · REMOTE / CHICAGO, IL

Led UX and visual design of the **PRISM psychometric platform** — translating dense behavioral assessment data into something a non-expert could read and act on. Defined the interaction models, visual hierarchy, and information architecture, and built the platform's UI from scratch in Figma.

Blue Cross Blue Shield — Senior Product / Design Systems Designer

SEP 2018 - DEC 2019

16-MONTH ENGAGEMENT, CONCURRENT WITH TRANSUNION · HYBRID / CHICAGO, IL

Designed member-facing product for a health insurer and built the **FIBER Design System** alongside it.

- **Designed member-facing product UI alongside the system** — flows, states, and edge cases — so every pattern was proven in a real screen before it entered the library.

- Built FIBER from nothing to **54 production components adopted by three product teams**: typography, color, grids, iconography, and a coded library that matched the design source in naming, structure, and behavior.
- **Documented it like a product** — intake, release cadence, versioning, and deprecation standards that kept three teams on one source of truth.
- **Mentored those teams** on accessibility and correct usage, the work that kept adoption consistent as the system grew.

TransUnion — Senior UX Designer, Design Systems

MAY 2018 – JUN 2019

14-MONTH ENGAGEMENT · HYBRID / CHICAGO, IL

Designed the global **TUCM Design System** and visual identity for customer-facing and internal applications — responsive UI libraries and one style standard applied consistently across regions and product teams.

Maven Wave / Eviden — UX Team Senior Lead

2013 – MAY 2018

FULL-TIME · HYBRID / CHICAGO, IL

Directed conceptual and visual direction across Fortune 500 client work — Google, AT&T, Nike — through prototypes, journey maps, and digital ecosystems across app, web, and co-branded products; **mentored design teams** and raised reusable pattern practice across projects.

Biersma Creative — Senior Designer & UX Lead

2005 – 2013

MERGED INTO MAVEN WAVE · FULL-TIME · CHICAGO, IL

Visual brand and UX direction across healthcare, retail, and entertainment — Aflac, AbbVie, Crate & Barrel, Disney, Google, Nike, Herman Miller, Salesforce.

Firebelly Design — Junior Graphic Designer

EARLY CAREER

FULL-TIME · CHICAGO, IL

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

03 CAPABILITIES

CRAFT & ACCESSIBILITY	Typography · Color · Grid and spatial systems · Iconography · Illustration direction · Interaction and motion · Data visualization · Native mobile UI — Apple HIG, Material Design · WCAG 2.2 applied at the pattern level · Inclusive design
DESIGN SYSTEMS	Token architecture — primitive, semantic, component · Figma Variables and modes · Multi-brand theming · Component architecture and shared libraries · Documentation and usage guidance · Contribution models and governance · Release cadence, versioning, deprecation · System audits and migration
PRODUCT DESIGN	End-to-end flows · Interaction and state modeling · Error handling and edge cases · Information architecture · Complex data visualization · Usability validation · Responsive and adaptive behavior · Regulated-industry product UI · Prototyping and journey mapping
WORKING WITH TEAMS	Design reviews and critique · Contribution and intake processes · Office hours and hands-on support · Mentoring designers and engineers · Documentation written to teach · Driving alignment across design, engineering, product, and accessibility partners

04 RECOGNITION & EDUCATION

AWARDS

- 2020 Red Dot Award — Interface Design
- EDISON DESIGN SYSTEM · GE HEALTHCARE
- 2020 Fast Company — Innovation by Design
- 2020 dmi:DVA — Design Value Award

EDUCATION

- Missouri State University
- BFA, summa cum laude — Electronic Arts & Design
- Minor: Mass Media & Communications
- Springfield, MO