

Mikel S. Rosenthal

Senior Product / Design Systems / UI / UX / Brand / Visual Designer

Senior Product and Design Systems Designer with 20+ years shaping brand identities, digital products, and scalable UI frameworks. For the past decade, I've specialized in building design systems that unify teams, accelerate development, and elevate product clarity. Expert in Figma, brand systems, and cross-functional collaboration, I bring structure and refinement to every stage of the design process—from concept and identity to component architecture and polished UI delivery.

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[LinkedIn](#)

[Website](#)

Experience

Lead Brand / UI / Visual Designer

[The Bettering Company](#)

Sept 2024 – Aug 2025

Freelance

Remote / Chicago, IL

- Led the concept and creation of a new brand identity and translating the company's core values into a cohesive visual language.
- Designed a multitude of logo concepts, exploring form, symbolism, and storytelling to capture the essence of the brand's mission.
- Established brand guidelines to ensure consistent application across digital and physical interactions.
- Collaborated directly with stakeholders to align creative direction with market positioning and long-term brand strategy.

Senior UX/UI/Visual Product Designer

[Avant](#)

May 2021 – Aug 2024

Full-time

Hybrid / Chicago, IL

- Led design and of Avant's **Pathfinder Design System**, defining visual style, component architecture, and governance model for multi-platform consistency.
- Partnered with engineering to standardize UI patterns and enhance development efficiency through coded design tokens and reusable libraries components and variants through Figma.
- Introduced structured documentation and a **marketing design library** that streamlined brand consistency for 350+ marketers.
- Drove design system adoption through onboarding, Figma libraries, and visual QA, improving system usage across departments.
- Elevated the overall product experience by unifying marketing and product design standards under a single scalable framework.

Senior UX/UI Product Designer

[GE Healthcare](#)

Jan 2020 – Feb 2021

Contract

Hybrid / Chicago, IL

- Co-Designed the award-winning **Edison Design System** for GE HealthCare, helped creating a unified foundation across 40+ enterprise products.
- Developed scalable component libraries and UX documentation to support consistency across diverse teams and product lines.
- Facilitated workshops, office hours, and hands-on training to increase adoption and reduce friction between design and engineering.
- Played a role in winning the 2020 Red Dot Award, Fast Company Innovation by Design, and dmi:DVA Award for Interface Design.
- Partnered cross-functionally with accessibility and compliance teams to ensure system usability across regulated healthcare devices and environments.

Lead UX/UI/Visual Designer

[SurePeople](#)

Jun 2020 – Aug 2020

Freelance

Remote / Chicago, IL

- Lead UX/UI and visual design of the **PRISM™** psychometric application, integrating behavior analytics into a cohesive and scalable UI framework.
- Defined core interaction models, visual hierarchy, and information architecture for data visualizations.
- Guided brand evolution through visual storytelling and app overall experience.

Senior UX/UI/Visual Designer

[Blue Cross Blue Shield](#)

June 2019 – June 2020

Contract

Hybrid / Chicago, IL

- Created and maintained the **FIBER Design System**, a comprehensive, scalable framework that accelerated product-to-market timelines.
- Defined typography, color systems, grids, iconography, and coded components to establish unified brand consistency.
- Partnered with developers and UX teams to translate designs into React-compatible components.
- Mentored design teams in system best practices, accessibility, and documentation standards.
- Enabled BCBS to achieve faster prototyping and higher design quality across all regional sites.

Senior UX/UI/Visual Designer

[TransUnion](#)

May 2018 – May 2019

Contract

Hybrid / Chicago, IL

- Guided visual design for global **TUCM Design System** and visual identity for TransUnion's customer and internal applications.

- Built responsive, scalable UI libraries with integrated design tokens to improve cross-team efficiency.

- Established universal style guidelines aligning brand expression with enterprise-level functionality.

- Led agile design sprints and collaborated with engineers to streamline design-to-code workflows.

UX/UI/Visual/Brand Designer

[Maven Wave / Eviden Company](#)

Jan 2013 – 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 enterprise clients including Google, AT&T, and Nike.

- Created dynamic prototypes, journey maps, and digital ecosystems for app, web, and co-branded products.

- Mentored design teams and ensured visual alignment across multi-channel deliverables.

Lead UX/UI/Visual / Brand Designer

[Biersma Creative](#)

Jan 2006 – Jan 2013

Full-Time

Hybrid / Chicago, IL

- Led visual brand design and UX direction for major clients across healthcare, retail, and entertainment industries.

- Designed end-to-end digital experiences, from prototypes to final builds, across web and mobile platforms.

- Collaborated closely with clients like Aflac, AbbVie, Crate & Barrel, Disney, Google, Nike, and Herman Miller, and Salesforce.

- Introduced structured design systems that improved team output and visual consistency.

Jr. Graphic Designer

[Firebelly Design](#)

Jan 2002 – Jan 2005

Full-Time

Hybrid / Chicago, IL

- Directed concept-to-execution for brand and web design projects.

- Visual art direction, implementation, explanation, and processes.

- Produced cohesive visual identities, HTML newsletters, and marketing campaigns.

- Managed print and digital design for clients including ComEd, Petco, Harris Bank, and Scholastic.

Skills

Design Systems Leadership · Figma Component Architecture · UI/UX Design · Visual Design Craft · Accessibility & Inclusive Design · Brand Systems & Visual Identity · Documentation & Guidelines · Cross-Functional Collaboration · Creative Systems Thinking · DesignOps & Workflow Optimization

Education

(BFA) Bachelor of Fine Arts

Major: Electronic Arts & Design

Minor: Mass Media & Communications

Missouri State University

Springfield, MO

High School Graduate Diploma

Focus: Fine Arts, Visual Digital, & Video Design

Mexico Senior High School

Mexico, MO