MICHAEL FOLTZER

PRODUCT DESIGN DIRECTOR / AGENTIC AI DESIGN LEADER

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EDUCATION

Bachelor of Arts: Graphic Design
Minor: Advertising and Photography

Art Institute of Philadelphia

SEO Certification
University of San Diego

SKILLS

- Product Design Leadership
- Creative Direction
- UX Strategy & Research
- Agentic Workflows & AI Harnesses
- End-to-End Product Development
- Design Systems Architecture
- AI-Driven Product Design & Development
- Product Vision & Roadmap Strategy
- Brand Experience Strategy
- Enterprise SaaS & E-Commerce UX
- Conversion Rate Optimization (CRO)
- Product Innovation
- Emerging Healthcare Technologies

SUMMARY OF EXPERIENCE

Product Design and Creative Director with 17+ years of experience driving product innovation, UX strategy, and creative excellence across HealthTech, enterprise SaaS, e-commerce, and consumer technology. Proven leader in building high-performing design teams and launching user-centered digital products that generate revenue growth, increase engagement, improve retention, and strengthen brand presence. Focused on creating agentic AI workflows and strategies across product design, customer experience (CX), onboarding, customer support, and customer success. Expertise also spans UX research and testing, design systems, product strategy, and cross-functional leadership from concept through go-to-market. Leadership experience includes PracticeTek, Slickdeals, Miva, and Tony Robbins, with additional work for global brands such as Red Bull, GoPro, Sony, Warner Music Group, and UnitedHealthcare. Known for aligning user needs, business goals, and emerging technology to create scalable product experiences with measurable results.

PROFESSIONAL EXPERIENCE

Director of User Experience & Agentic AI Design

2025 – PRESENT

PracticeTek | AI-Powered Healthcare Technology | 17 EHR Platforms

San Diego, CA

- Lead AI-first UX strategy and product innovation across 17 healthcare practice and patient products, partnering with Product and Engineering to shape roadmaps, prototype solutions, and deliver scalable experiences.
- Built, hired, mentored, and developed multidisciplinary design teams; established agile design practices, career development, and rapid experimentation from discovery through delivery.
- Architected and rolled out agentic AI workflows and shared tooling across Product, Engineering, Marketing, Customer Success, and Sales, accelerating workflows by up to 80%.
- Built engineering AI harnesses and automated design QA workflows to accelerate implementation, improve design-to-code fidelity, and support rapid, iterative releases.
- Created predictive Customer Success workflows that prioritize follow-up by revenue opportunity and churn risk months in advance, automating outreach and team task management.
- Developed AI-driven marketing and sales workflows for ads, landing pages, campaign content, and creative production using shared brand and product standards.
- Designed and launched an AI-powered clinical scribe that reduced provider charting time by 40%, allowing clinicians to spend more time on patient care and their business
- Led the UX strategy for revenue cycle management solutions that reduced claim denials and rejections by up to 80% for healthcare practices
- Designed PracticePay, an integrated payment platform that processed more than $80 million within its first several months after launch
- Led UX strategy for AI Compliance Scan, aligning clinical documentation with billing and insurance codes to reduce claim denials by 40%
- Led the creation of two patient engagement applications that increased appointment bookings, streamlined onboarding and check-in, supported post-care communication, and improved outstanding-balance collection
- Built a company-wide AI design agent using advanced prompt engineering, behavioral constraints, brand standards, personas, and reusable design systems to generate consistent, production-ready work across Figma, code, and Jira.

TECHNICAL SKILLS

Product & Visual Design Tools
Figma, FigJam, Sketch, Adobe XD, Framer, Adobe Creative Suite, Canva, Lucidchart, Miro, Whimsical

Creative AI & Generative Design
Claude, Midjourney, OpenArt, ChatGPT, Canva, Windsurf, Lovable, Cursor, Figma

User Testing & Research
UserZoom, UserTesting, Maze, Hotjar, Crazy Egg, FullStory, Lookback, Dscout, Survey Monkey, Suzy

Development Frameworks & Programming Languages
CSS, React, Bootstrap, Tailwind, JavaScript, WordPress, Swift UI, Material Design, Ant Design

Project Management & Collaboration
Jira, Asana, Notion, Monday.com, Basecamp, ClickUp, LiquidPlanner, Google Workspace, Microsoft Office Suite

Marketing Automation & Analytics
Heap, Amplitude, Google Analytics, Optimizely, VWO, Unbounce, HubSpot

PROFESSIONAL EXPERIENCE (CONTINUED)

- Designed conversational and agentic AI assistants for onboarding, scheduling, billing, charting, and patient follow-up, defining interaction flows, agent behaviors, and escalation paths.
- Established AI experience evaluation and usability practices, including conversation-quality reviews, scenario and failure-case testing, synthetic-user research, and iterative improvements informed by feedback.
- Defined enterprise design principles, reusable UX standards, and AI design governance to improve consistency, quality, and design-to-engineering alignment across healthcare products.
- Led a comprehensive ChiroTouch product and brand transformation to strengthen its competitive position within the chiropractic market
- Directed the creation of a simplified ChiroTouch app that simplified and accelerated chiropractic workflows
- Led the redesign of TOPS Ortho, a leading practice-management platform for orthodontic practices worldwide
- Built UX reporting dashboards for products and features to track KPIs and optimization strategy

Director of Product Design & Creative Direction
2022 – 2025

Slickdeals | Community-Driven E-Commerce Platform | 40M+ Users San Francisco, CA

- Strategic Product Design: Directed product and brand design across mobile apps and browser extensions, including a full Slickdeals app redesign, resulting in increased monetization, 40% boost in search conversions, 20% increase in homepage engagement, significant gains in community engagement contributions, and 4.8 app store rating
- UX Experimentation & Community Impact: Implemented personalization strategies and targeted UX experiments that drove a 30% increase in deal engagement, 70% growth in voting participation, and 20% increase in comment activity
- AI-Driven Processes: Leveraged AI technology and open source products to streamline design, collaboration, and processes
- User Research: Established a continuous user research program, including interviews, usability, testing, and segmentation, to inform design decisions and ensure product-market fit across diverse user groups
- DesignOps & Workflow: Unified three separate design systems into one scalable framework and integrated AI technologies to streamline design-to-dev handoffs, accelerate QA cycles, and enhance collaboration
- Cross-Functional Product Development & Roadmapping: Collaborated closely with PMs and engineers to prioritize features, shape roadmaps, and align product decisions, accelerating QA workflows and reducing production cycle times
- Growth & Business Strategy: Identified and developed new business opportunities, UX-led marketing strategies, and growth initiatives that enhanced product performance and community engagement
- Team Leadership: Managed a multidisciplinary team of product designers, visual and brand designers, and front end engineers, fostering a collaborative and high performance design culture
- Design Workshop Facilitation: Held bimonthly design and product safety workshops for designers, product managers, and engineers to collaborate around defining new features and continuous product optimizations (in person and virtual workshops)
- Design Centric Organization: Shifted Slickdeals to become a user and design centric lead organization by opening up user prototype testing and product ideation to the entire company, allowing more employees to feel empowered to be involved in shaping Slickdeals product
- Redesigned feeds, user experience and algorithm to personalized deal reels into our feed, gamification, interactive paid media ads, price comparisons, savings and more.

Director of User Experience
2021 – 2022

Miva | Enterprise E-Commerce Platform (Shopify & Wix Competitor) San Diego, CA

- UX Strategy & Flagship Launch: Led full-cycle UX strategy and execution for Miva's enterprise platform, culminating in the successful public launch of its flagship e-commerce product and new investor acquisition

- Key Client Growth: Increased revenue by 30% - 50% YoY for Miva's top four enterprise merchants through targeted UX enhancements and product optimizations
- Revenue Expansion & Service Innovation: Launched new UX initiatives and service offerings that contributed to strategic partnerships, increased merchant adoption, and generated new revenue streams
- Data-Informed Design: Translated user research, behavioral data, and direct customer feedback into actionable insights to shape product features and user flows that supported merchant success
- Roadmap Development & Innovation: Collaborated with product leadership and key accounts to define roadmaps grounded in data, usability testing, and evolving customer needs, fueling innovation and growth
- Conversion Optimization Strategy: Identified high impact sales and user experience opportunities for current and prospective accounts, leading CRO initiatives and driving tangible gains in client performance metrics
- Team Leadership: Managed a multidisciplinary team of product designers, visual designers, and front-end engineers, fostering a collaborative and high-performance design culture
- Cross Functional Collaboration: Championed collaboration between design, product, engineering, and leadership to improve organizational communication, support innovation, and enhance company culture

Designer, Founder
2010 – 2022

Michael Foltzer Co Los Angeles, CA

- Creative Strategy: Led the creative strategy and execution for brand campaigns across digital, print, and experiential channels, translating business objectives into compelling visual narratives
- Product & UX Design: Delivered UX and product design solutions for high-traffic digital platforms and applications, balancing functional innovation with intuitive, user-first design
- Brand Strategy & Visual Identity: Directed branding and rebranding efforts for high-profile clients, crafting cohesive identity systems that elevated market presence and reinforced brand presence across digital and print media
- Red Bull: Developed branding for the Red Bull High Performance division, translating elite athletic innovation into a compelling visual identity and marketing strategy that resonated across global audiences
- UFC & Spike TV: Executed a comprehensive rebrand, modernizing visual identities and aligning brand messaging with target demographics
- MTV: Designed digital and print ad campaigns across NYC for top shows, boosting visibility and engagement
- GoPro: Designed a custom event app to enhance real-time interaction and event user engagement
- Sony & Redbox: Created the UX architecture for multiple Sony e-commerce stores and Redbox's digital movie rental interface, improving accessibility and enhancing customer satisfaction in a highly competitive streaming market, while elevating the movie rental platform experience

Product Design Director
2019 – 2021

Hoverstate Agency | B2B & B2C Products for Fortune 500's & Healthcare Los Angeles, CA

- Enterprise Product Design: Leader of UX and product design initiatives for internal tools and customer-facing digital products across Fortune 500 clients, ensuring scalable and business-aligned experiences
- Warner Music Group: Designed the first artist and vendor management app, modernizing internal workflows and improving global operations efficiency
- Moffitt Cancer Center: Designed and launched a patient-facing app that reduced onboarding and check-in times by 70%, significantly enhancing operational efficiency and patient on-site experience
- United Healthcare: Created virtual plan advisor tool that contributed to over $20M in YoY revenue growth

- UX Growth Strategy: Leveraged user research, data insights, and A/B testing to identify growth opportunities, optimize user experiences, and drive conversions across multiple Fortune 500 platforms
- Strategic Partnership Development Grew and managed long-term client partnerships, supporting strategic growth, expanding service offerings, and leading new business development engagements
- Building High-Performance Teams: Recruited, mentored, and led multidisciplinary teams of product designers and front-end engineers, promoting continuous learning and design innovation
- Design Operations & Organizational Culture: Implemented scalable workflows, enhanced design-to-engineering collaboration, and evolved product development processes to meet shifting org needs
- Content Strategy & UX Writing: Defined and implemented content strategy and UX copywriting best practices to enhance usability, clarity, and brand voice consistency across digital products

Director of User Experience and Design

2019

Byte | Market Leader in Teledentistry Aligner Treatment Los Angeles, CA

- Industry First & Teledentristy App Innovation: Designed and launched the first successful treatment tracking app in the teledentistry space, delivering a personalized care journey from intake to treatment completion and setting a new benchmark for patient experience and engagement
- Revenue-Driving Product Design: Led new digital product concepts and UX enhancements that fueled 30% month-over-month revenue growth and positioned Byte as a market leader
- Immersive Technology Innovation: Designed the first-ever VR treatment experience in teledentistry, redefining how patients interact with remote care solutions
- UX & Visual Design Leadership: Directed UX strategy, art direction, and design execution across marketing, brand, e-commerce, and digital product experiences, ensuring impact across all customer touchpoints
- A/B Testing & Rapid Prototyping: Led A/B testing and usability studies using interactive prototypes to quickly validate design hypotheses and improve conversion performance
- Cross-Functional Experience Strategy: Partnered with sales, marketing, and customer experience teams to reimagine brand touchpoints and align user experience with business goals
- Creative Sourcing: Defined hiring standards, built a high-performing design team, and scaled digital experience capabilities through hands-on coaching and direction

Director of User Experience

2017 – 2019

Tony Robbins | Coaching, Live Events, San Diego, CA
Resorts & Nonprofits | 11 Distinct Brands

- Multi-Brand Product Design Leadership: Led product designs across 11 brands and digital platforms, including web, mobile apps, and on-site tools, ensuring consistent user experiences and brand integrity
- Strategic Roadmapping: Collaborated with product and engineering teams to define feature sets, prioritize enhancements, and shape long-term product roadmaps aligned with customer needs
- App Relaunch Success & Customer Delight: Designed and relaunched the Tony Robbins Breakthrough app, achieving a 4.9-star rating and strong user retention
- Sold-Out Live Event Experiences & Design: Led UX research and designed innovative physical/digital experiences to enhance on-site engagement, directly contributing to consistently sold-out live events
- Voice-of-Customer Insights: Conducted in-depth customer interviews and in-person research at live events to gather first-hand feedback from users, fans, and attendees, informing product improvements and design
- Brand Ecosystem Expansion: Championed the creation of new digital tools, service offerings, and hybrid experiences to expand Tony Robbins' brand ecosystem and support business scalability
- Campaign Creative Direction: Oversaw creative execution for brand campaigns, aligning visual identity with Tony Robbins' voice and delivering high-impact assets for digital and print channels