

Mick Rosolek

Senior UX Designer & Researcher

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PROFESSIONAL SUMMARY

Senior UX Designer and Researcher with 10+ years leading end-to-end design for complex enterprise, SaaS, and financial platforms at blue-chip clients including **Verizon, Walmart, IBM, JP Morgan Chase, Nielsen, Estée Lauder, Citi Investments, and Credit Suisse**. Proven ability to translate complex data models, role-based workflows, and business constraints into intuitive, measurable experiences. One of a select group of senior UX practitioners actively architecting AI-assisted design systems — including structured prompt guardrails and Figma Make workflows — that are production-ready and consistent at scale.

IMPACT AT A GLANCE

30% Reduction in design iteration time	15% Conversion rate lift via A/B-tested UX	25% Boost in customer satisfaction scores	500K Monthly users on mobile app suite	70% Cut in ad asset production time	80+hrs Usability testing at JP Morgan Chase
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CORE SKILLS & TOOLS

UX & Interaction Design	Information Architecture, Wireframing, Prototyping, Interaction Design, UI Design, User Flows, Journey Mapping
UX Research & Testing	User Interviews, Usability Testing, A/B Testing, Surveys, Data Analysis, Persona Development
Data Visualization	Complex Financial Data, Dashboard Design, Data-Driven Decision Making, Data Storytelling
AI-Assisted Design	Figma Make, Structured Prompt Guardrails, Requirements.md Frameworks, AI Persona Generation
Product & Strategy	Product Strategy, Roadmap Contribution, Aligning UX with Business Goals, Stakeholder Management
Tools	Figma, Axure, Sketch, Adobe Creative Suite, Salesforce Lightning, HTML, CSS, JavaScript, Zeplin, Miro
Methodologies	Agile, Lean UX, Design Thinking, Waterfall, Rapid Prototyping

PROFESSIONAL EXPERIENCE

Senior UX Designer — Freelance — Client Confidential

Feb 2026 – Mar 2026

Remote

- Defined role-based workflows for loan officers, underwriters, and processors with stakeholders and SMEs; mapped them to a modular information architecture and produced detailed wireframe specs for core screens in Figma.
- Architected structured requirements.md prompts and AI guardrails, then used Figma Make to generate initial UI layouts and interaction patterns — accelerating iteration while maintaining design system consistency.
- Designed end-to-end mortgage-operations SaaS portal dashboard including user taxonomy and task flows.

UX Researcher — Freelance — AnswerLab

Sep 2025 – Jan 2026

Remote

- Planned and executed custom research studies using mixed methodologies, analyzing user behavior to guide product decisions and evaluate designs.
- Communicated findings through clear, compelling narratives that resonated with executives and cross-functional partners.
- Managed concurrent research projects, setting priorities and delivering key insights within fast-paced, evolving environments.

UX Researcher/Designer — Freelance — Colgate-Palmolive (Hill's Pet)

Feb 2025 – Aug 2025

Remote

- Spearheaded user research and usability testing initiatives, delivering actionable insights that directly informed product design decisions.
- Introduced AI-generated user personas using Claude, deepening the team's understanding of target users and increasing design strategy effectiveness.
- Developed and delivered stakeholder presentations communicating research findings and driving data-informed decisions.

Senior UX Designer — Freelance — Verizon

Jul 2024 – Feb 2025

Remote

- Led UX design for critical internal business systems, ensuring functionality, efficiency, and alignment with user needs — resulting in minimized downtime and increased productivity.
- Designed and implemented new Figma components and workflows for internal systems, optimizing processes and enhancing user satisfaction.
- Conducted comprehensive competitor analysis and usability audits, identifying actionable improvements that kept the API team competitive.

Senior UX Designer — Freelance — Walmart

Mar 2024 – May 2024

Remote

- Researched employee needs via journey mapping and Lean UX, then redesigned the internal HR application improving access to payroll, HR, and career-development tools.
- Designed a desktop and responsive messaging application for internal HR communications; usability testing confirmed faster response times and higher employee satisfaction.

Senior UX Designer / Information Architect — Nielsen Global Solutions

Aug 2021 – Sep 2023

New York, NY

- Led end-to-end UX process for internal business applications, integrating design seamlessly into the product development lifecycle.
- Crafted detailed Figma wireframes and developed interactive prototypes for efficient design testing within rapid development cycles.
- Mentored junior designers through weekly critiques and hands-on workshops, accelerating team delivery of design assets.

Senior UX Designer — Freelance — 30 Capital Real Estate*Jan 2021 – Jun 2021**New York, NY*

- Designed and maintained user interfaces for real estate applications using Adobe Creative Suite and Figma, resulting in a more intuitive navigation experience.

Senior UX Designer — Freelance — Live Area Labs*Sep 2020 – Dec 2020**New York, NY*

- Designed website pages and interactive elements for HCPs and patients; ran A/B tests and surveys to refine layouts, improving navigation clarity and user satisfaction.
- Established cloud-based AWS environments for prototyping, testing, and user research, enabling rapid iteration without physical hardware.

Senior UI/UX Designer — Freelance — Allied World*Jan 2020 – May 2020**New York, NY*

- Led end-to-end redesign of the Allied World insurance underwriting portal using Design Thinking and Lean UX, delivering Sketch/Axure wireframes that streamlined stakeholder approvals.
- Minimized user errors through structured usability testing, identifying key pain points and driving iterative enhancements.

Senior UI/UX Designer — Freelance — Haymarket Media*Jan 2019 – May 2019**New York, NY*

- Spearheaded transformation of a medical continuing education site, integrating a Salesforce shopping cart component to ensure seamless UX and efficient transactions.
- Facilitated Design Thinking strategy sessions leading to optimal design solutions; executed a comprehensive content audit to ensure smooth site migration.

Senior UX Designer — Freelance — Provantage X*May 2019 – Sep 2019**New York, NY*

- Designed an administrative dashboard and front-end UI for a media ad-buy brokerage system, reducing onboarding time for internal users.
- Enhanced user satisfaction across a suite of high-traffic mobile apps averaging 500K monthly users by redesigning user-flow diagrams.

Senior UX Designer — Freelance — Cognizant (Client: JP Morgan Chase)*Oct 2018 – Dec 2018**Jersey City, NJ*

- Conducted 80+ hours of usability testing across multiple banking applications, implementing user-centered design principles to improve usability and visual consistency.

Senior UX Designer/Architect — Freelance — Estée Lauder*Jun 2017 – Sep 2018**New York, NY*

- Directed revamp of e-commerce platforms, web portals, and mobile apps using Sketch, Miro, and Lean UX within an Agile workflow — delivering a more intuitive experience and faster checkout flow.
- Leveraged Salesforce and Salesforce Lightning Component Library to establish user-friendly interfaces for shopping cart sites.
- Designed and maintained pattern libraries and design artifact systems for iOS, Android, and desktop solutions.

Senior UX Designer — Freelance — IBM*Apr 2017 – Jun 2017**New York, NY*

- Engineered a comprehensive UX redesign for a high-profile e-commerce platform, boosting customer satisfaction scores by 25% and increasing conversion rates by 15% through user-centered design and rigorous A/B testing.
- Led Design Thinking workshops with product owners to define desktop and mobile interface requirements, producing user stories and design specs that guided development.

Senior UX Designer — Freelance — Wunderman Health

Oct 2016 – Mar 2017

New York, NY

- Implemented user-centric design principles across 10+ projects for high-profile healthcare clients, resulting in a 30% average increase in user engagement and a 20% boost in customer satisfaction scores.

Senior UX Designer — Freelance — Wolters Kluwer

Sep 2015 – Sep 2016

New York, NY

- Deployed large-scale features and enhancements to web-based software applications; conducted competitor analysis and usability audits to identify improvement opportunities.
- Prepared and maintained design documentation including style guides and design systems to ensure consistency across products and platforms.

UX Design Lead — Freelance — Avon

Aug 2013 – May 2014

White Plains, NY

- Managed UX design team for Avon's Service Modal Transformation initiative, overseeing timely completion of design projects within a collaborative environment.
- Executed thorough research and analysis to understand user needs, goals, and pain points; built wireframes, prototypes, and visual designs that increased task efficiency.

ADDITIONAL NOTABLE CLIENTS

Bayer HealthCare · Penton Media · AIG · NYSE · Showtime · Scholastic Books · Standard & Poor's · Sapient (Citi Investments, Credit Suisse) · Digitas · Grey Health Group · Harrison & Star · McGarry Bowen · Medicus · Ruder Finn · Renegade Marketing · MRM Worldwide · Evoke Interactive · Corsair Studios

CERTIFICATIONS & AWARDS

Nielsen/Norman Group Usability Award

2005

Northwestern Mutual

IBM Certified Design Thinking Practitioner

2017

IBM

EDUCATION

Cinematography Technology

Milwaukee Area Technical College · Milwaukee, WI