

MICHAEL CHAIKA

Product Designer Leader

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EXPERIENCE

Lead Product Designer (Ads)

Meta

📅 Feb 2020 - present 📍 London, UK

- As a Lead Product Designer developed strategy, vision and built products to help app developers to leverage monetization strength of Meta by enabling users to buy in-app purchases in a more affordable way.
- Helped fin-tech advertises to drive more performant user acquisition lead ads campaigns by enabling users to get instant quotes and product recommendations on Meta surfaces.
- Explored and developed mid-funnel brand advertising strategy to increase ad performance by using mid-funnel signals captured on Meta surfaces.
- Mentored and supported product designers to help them grow and achieve higher performance goals.
- Helped to hire designers by conducting multiple stages of interviews such as app critiques, portfolio reviews, onsite and debriefs.

Sr. Product Designer

Healthline

📅 Jan 2018 - Feb 2020 📍 San Francisco, CA

As a full stack Product Designer I have led both UX and UI strategy of a suite of social media apps for chronic conditions communities. Established UX research process, user-centered design process, mentored the team and hired designers.

- Launched Healthline Breast Cancer and IBD Healthline apps which were featured in App Store.
- Created social media features and interactions which changed the direction and highly increased user engagement of the apps.
- Created component based UI Kit and managed design system which increased the speed of building new apps and features up to 3 times. Worked on style guide and branding.
- Evangelized competitive analysis framework and implemented it across the company.
- Conducted and led team brainstorm sessions. Worked on feature prioritization and product specs.

UX Strategist & Designer

Surkus

📅 Aug 2017 - Dec 2017 📍 Los Angeles, CA

Led UX strategy of crowd casting platform that included a mobile app and desktop website.

- Leveraged efficiency of the product by combining digital UX with real-world UX.
- Have done user research by conducting in-person usability testing, user interviews and online survey.
- Created push notification strategy. Worked on the roadmap planning, feature ideation, and other strategic planning sessions.
- Communicated design solutions to the team by creating and presenting prototypes, site maps, user personas, task flows, user scenarios, wireframes and user flows.
- Worked closely with the Head of the Product, VP of Engineering and the team of developers to understand and align technical aspects with business strategy and users needs.

Visual Designer (Freelance)

Internet Brands, UCLA, Raffle Consulting

📅 Jan 2016 - Jul 2017 📍 Los Angeles, CA

Worked on innovative designs for responsive website templates. Developed UI kits and created new style guides to work on web based application and web tools. Explored user needs through research, testing, surveys, data analysis and use of existing products. Analyzed competitors and market dynamics.

EDUCATION

Insights for Innovation

IDEO U

📅 2019 📍 Online

UX Design

General Assembly

📅 2017 📍 Los Angeles, CA

Graphic Design, Illustrator, After Effects, Cinema4D

Studio Arts

📅 2016 📍 Los Angeles, CA

B.A. in Economics and Entrepreneurship

Kiev National University of Trade and Economics

📅 2001-2004 📍 Kiev, Ukraine

STRENGTHS

- Visionary
- Product Manager mindset
- Analytical
- Strategic
- Team player
- UX Design
- Product Management
- UI Design
- Mobile Applications
- UX Research
- User-Centered Design
- Design Systems

TOOLS

- Sketch
- InVision
- Zeplin
- After Effects
- Principle
- Mixpanel
- Google Analytics
- White Board
- Airtable
- Jira
- UserTesting.com
- HotJar
- SurveyMonkey
- InVision DSM
- Miro