Michael H Zarour

UX and Product Designer | Complex Workflows, Design Systems, Research & AI-Assisted Prototyping

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SUMMARY

UX and product designer with 6+ years of experience simplifying complex enterprise workflows, scaling design systems, and improving conversion across B2B software and global web platforms. Designed an improved form layout that lifted completions 68% in an A/B test and led a 16-person navigation usability study at Experian; owned Direct Share from discovery through launch at Laserfiche, where customer surveys showed repository satisfaction rising from 77% to 92%. Combines Figma systems craft and human-in-the-loop AI workflow design with rapid, code-based prototyping in HTML/CSS, Astro, TypeScript, Claude Code, and Codex.

CORE SKILLS

UX & Product Design: End-to-end UX design, multi-role workflows, information architecture (IA), user flows, service blueprints, wireframes, interactive prototyping, high-fidelity UI, UX writing, responsive web and mobile design

Research & Optimization: Moderated and unmoderated usability testing (UserTesting.com), user interviews, surveys, UX audits, journey mapping, A/B testing, conversion optimization, Adobe Analytics, Hotjar, SEO, GEO/AEO

Systems & Standards: Design systems, component libraries, design tokens, accessibility (WCAG), iOS Human Interface Guidelines, Android Material Design, CMS authoring guidance, developer handoff and design QA, Agile/Scrum

Tools & Technical: Figma (Auto Layout, variants, variables), Claude Code, Codex, Figma Make, OpenCode, HTML/CSS, TypeScript, Astro, Git/GitHub, CI/CD, Adobe Experience Manager (AEM), WordPress, Jira, Sketch, Adobe Creative Suite

EXPERIENCE

Investor | **Independent** — Dec 2024 - Present

- Manage a personal investment portfolio full time against a defined risk and review process.

UX Designer | **Experian** — Jul 2022 - Dec 2024

- Owned Figma, Adobe Experience Manager (AEM), and WordPress systems for global B2B websites, building component libraries, page templates, and authoring guidance that enabled 100+ business units and regional marketing teams to publish WCAG-accessible pages independently.
- Designed five shared components, including business client sign-in (informed by an audit of 38 sign-in experiences) and a two-column form layout that lifted completions 68% in the Health team's A/B test; used Adobe Analytics and Hotjar recordings to diagnose drop-off and friction.
- Restructured mega-navigation, information architecture, and multi-country site search from wireframes through high fidelity for Experian PLC and AutoCheck, organizing hundreds of products, solutions, and industries into clearer global wayfinding.
- Planned, moderated, and presented a 16-person, 24-task navigation usability study (UserTesting.com sessions, employee interviews, and a site survey) to the AEM Design Governance Committee, then authored the follow-up research plan and delivered responsive page systems across product, learning, and careers journeys.
- Directed design across the global web presence for eight months after the design lead departed, running workshops and design reviews, coordinating engineering, content, and SEO partners, mentoring the incoming designer, and administering Figma workspaces.

Founder | **Retro Gaming is Fun** — Jul 2020 - Jul 2022

- Built and ran a direct-to-consumer ecommerce brand restoring and selling custom Game Boy consoles; owned storefront UX, visual identity, product photography, listings, pricing, and customer experience across eBay, Etsy, Instagram, and Pinterest, iterating listings against marketplace analytics.

Junior Product Designer | **Laserfiche** — Oct 2018 - Jul 2020

- Owned UX from discovery through launch for Direct Share, secure responsive file sharing used by government agencies, cities, and school districts; customer surveys showed repository satisfaction rising from 77% to 92% after launch.
- Reconciled three user groups (senders, external recipients with no account, and administrators) into one guided workflow, turning support data, competitive analysis, surveys, and usability tests into requirements across 12+ iterations with a PM, tech lead, and three engineers.
- Co-designed and user-tested Intelligent Redactions, an AI-assisted public-records concept for law enforcement, mapping four user roles (requester, redactor, reviewer, manager) and designing confidence-scored AI detections so automated redactions stayed reviewable, correctable, and auditable.
- Designed 10+ major and 20+ minor features (including a messaging interface and Microsoft Office Online integrations with Word, Outlook, and SharePoint) for the flagship Web Client in Agile sprints; covered lead design for six months and had high-fidelity work presented in the Empower keynote to 4,000+ customers.

Lead UX Intern | **Laserfiche and SCSIM** — Mar 2018 - Aug 2018

- **Laserfiche (Jul - Aug 2018):** Designed an iOS and Android enterprise content-management dashboard with the Director of UX Design.
- **SCSIM (Mar - Aug 2018):** Designed and helped develop a website serving 200+ Southern California organizations; interviewed CIOs to shape content strategy and information architecture.

SELECTED PROJECTS

michaelzarour.com | **Product Design & Front-End Implementation** — Sep 2026 - Present

- Designed and shipped a production Astro and TypeScript portfolio site in GitHub with accessible light/dark themes, narrative case studies, automated Playwright tests, CI checks, and Vercel deployments; prototype in code with Claude Code, Codex, Figma Make, and OpenCode, validating interactions in the browser.

EDUCATION

University of California, Irvine | B.S. Informatics | Human-Computer Interaction, UX Design, Programming — 2018