



SUMMARY

Product design leader with 20+ years building and scaling design teams that ship user-centered products with measurable business impact. I lead research, UX, content, and design-technology functions – from a startup’s first screen to global enterprise platforms – translating complex user and business needs into strategy, then rallying cross-functional teams to deliver. Proven at lifting retention, securing investor capital, and driving multi-million-dollar outcomes, now amplified by AI-accelerated research and prototyping (Figma, Cursor, Claude).

EDUCATION

University of Illinois at Urbana-Champaign
BFA Graphic Design, 1999

SKILLS

- Design Leadership
- Team Building & Mentorship
- Product & Design Strategy
- Go-to-Market Strategy
- UX Research
- Design Systems
- Stakeholder Management
- Roadmapping
- Service Design
- Facilitating Workshops
- AI-Accelerated Delivery

ADDITIONAL EXPERIENCE

Michael Chiong Design
Founder & Lead Consultant
Jan 2022 – Aug 2024

VSA Partners
Senior Interactive Designer
Jun 2004 – Jun 2008

Tyndale
Senior Designer
Feb 2002 – Jun 2004

GiantStep / Leo Burnett
Designer
Jun 2001 – Jun 2002

Wolfram Research
Intern & Junior Designer
Jun 1998 – Jun 2001

WORK EXPERIENCE

Senior Manager, UX Product Design Lead | CVS Health

April 2025 – Current | Chicago, Illinois

- Driving the transformation of Aetna’s Medicaid experience – reshaping product strategy through user discovery and AI-led product design, and leading the AI-assisted build of the Anatomy design system with documented usage standards for designers and developers.
- Lead end-to-end product design for the CVS Intelligent Monitoring Platform, partnering with data science, engineering, and product leadership to reduce risk on critical insurance cases – contributing to over \$5B in projected cost savings.
- Set design strategy for automating Aetna’s underwriting and sales process, directing how key attributes are evaluated to optimize provider account selection.

Senior Director of Experience Design | Motorola Solutions

April 2024 – December 2024 | Chicago, Illinois

- Led and managed a global team of seven product designers for an industry leader in public-safety software.
- Aligned product management, engineering, UX research, executive stakeholders, sales, and customers around user-centered product priorities.

Senior Director of Product Solutions | BrightEdge Technologies

June 2017 – January 2022 | San Mateo, California

- Built and led a design team focused on product innovation, increasing customer retention by 30% over a two-year initiative.
- Owned end-to-end product and go-to-market strategy, defining critical workflows, user personas, and engineering deliverables in partnership with customer success and sales.
- Directed UX research across key customer segments to surface pain points and prioritize the product roadmap.

Product Lead & Chief Marketing Officer | SurePeople

August 2014 – June 2017 | Rosemont, Illinois

- Built the founding product team – engineers and contractors – and led development of the initial beta platform.
- Drove the product and go-to-market strategy that secured investor capital and landed first clients including Comcast, Boston Children’s Hospital, US Cellular, and the University of Miami.

Associate Creative Director | Sapient

January 2010 – June 2014 | Chicago, Illinois

- Managed UX and design teams delivering user-centered design systems for Target, Northwestern Medicine, Amway, Abbott, and John Deere.
- Led design for John Deere, a \$20M book of business, managing global stakeholders across JohnDeere.com, Product Selector, and Diesel Engine Sales Tools.