Michal Korol

PRODUCT + VISUAL DESIGNER

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Experienced Product & Visual Designer specializing in scalable design systems, accessibility, and end-to-end product experiences for SaaS and consumer-facing platforms. Skilled at improving onboarding flows, boosting engagement, and driving business outcomes with data-informed design.

EXPERIENCE

Sun Day Carwash / *Lead UX Designer* — Aug 2024 - Present

- Led end-to-end design for a **B2B SaaS** fleet portal, **automating admin tasks**, **improving fleet management**, and **enhancing onboarding**, contributing to **5% of business revenue**.
- **Led a cross-functional team of 4** to deliver an innovation project leveraging digital screens, enhancing customer experience and **increasing membership sign-ups**.
- **Conducted QA testing** with a team of 3 engineers to identify and fix UI inconsistencies, ensuring a seamless user experience from design to deployment.

Mint Mobile / *Experience Designer* — Dec 2021 - Aug 2024

- Developed a scalable **design system** for Mint's account tools, **increasing efficiency by 30%** and reducing friction across design and dev teams.
- **Collaborated on A/B testing** for landing pages with product/engineering, driving **data-informed enhancements** to user engagement and purchase flow.
- Led the redesign of the Coverage page, resulting in a **23% traffic increase**, better SEO performance, and **increased clicks to key actions**.

TWG Companies / *UI UX Design Intern* — Mar 2021 - Aug 2021

- **Designed front-end interfaces** for sign-in and 2 landing pages of a new social platform connecting businesses and communities.
- **Facilitated brainstorming sessions** with a cross-functional team of 5 to deliver innovative UX solutions.

UJOA, non-profit / *Visual UI Design Intern* — Jun 2020 - Jan 2021

- Led research and front-end design for logotype, website UI, and mobile app layout.

SKILLS

Figma, Adobe Creative Cloud, Sketch, Framer, UsabilityHub, Relume Ai, Prototyping, Wireframing, Design Systems, Information Architecture, Responsive Design, User Research, Usability Testing, User Flows, Accessibility, Product Strategy, Product Design, Interaction Design.

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts in Graphic Design, California State University, Long Beach — 2018 - 2021

Figma Masterclass Course, DesignShip — Dec 2022

UX & Web Design Master Course: Design, Strategy, Development, Udemy — Sept 2023

Object-Oriented UX (OOUX) Fundamentals, Udemy — May 2024