Mike Kuechenmeister

SENIOR / STAFF PRODUCT DESIGNER

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SUMMARY

Product designer for complex, high-stakes workflows in healthcare, financial services, and complex, highly-regulated industries. I turn ambiguous problems into clear workflows and digital solutions, validate them with working prototypes built in code, and measure the results. My most recent redesign lifted a care team's weekly scheduling 32% per rep while a comparable team on another tool stayed flat.

SKILLS

Complex workflow & interaction design • Information architecture • Prototyping in code (Lovable, Claude, Figma) • User research & usability testing • Research synthesis • Systems thinking • Accessibility (WCAG AA) • Experience metrics (HEART, SUS) • Regulated domains: healthcare, insurance, finance

EXPERIENCE

Supergreen Design — Founder & Lead Product Designer, Independent Design Practice

Oct 2023 - Present

- Led design of an ACO's care-gap outreach and scheduling tool for a pre-IPO healthtech company: three research rounds with a 12-person user panel, a redesigned dashboard and patient-status workflow, and EMR scheduling and click-to-call integration. Daily scheduling rose from 150–200 to 200–300 patients, and the team that kept the tool scheduled 32% more per rep each week while a comparable team on another tool stayed flat.
- Audited scheduling workflow EMR dependencies and designed the enhanced EMR integration with click-to-call capabilities and AI scheduling enhancements.
- Redesigned a mobile app physicians use to receive alerts and communicate care plans across providers; a redesigned alert icon system much improved physicians' recognition of alert statuses.
- Design and ship in code with AI tools: BetterUXVibes.com (a UX audit and design-theme product for AI-built apps), GatherChMS.com (church management for small churches), and PenandApron.com (a cooking journal for home chefs).

Northwestern Mutual — Field Rewards (compensation and benefits)

Oct 2021 - Oct 2023

Design Director (Jul 2022 – Oct 2023); Design Lead (Oct 2021 – Jul 2022)

- Led discovery and design for compensation tools used by 8,000+ commission-paid advisors across 120+ pay programs and 10+ fragmented systems: 17 advisor and 7 CFO interviews, 1,000+ insights, and a field-wide prioritization survey.
- Turned research into design principles, a system model, and vision prototypes that set the roadmap. Outcomes include an earnings-review workflow saving about 1,750 hours a year and an earnings dashboard scoring in the mid-80s on SUS (some released after my departure).
- Stayed hands-on while leading a small team; moved it from execution-only work to proactive discovery with three more product partners. Promoted to Director in 10 months.

ACS Technologies — church management software

Mar 2016 - Oct 2021

Principal Designer (Apr 2018 – Oct 2021); Senior Designer (Mar 2016 – Apr 2018)

- Owned interaction design for Realm, the company's flagship church-management platform, guiding 6 designers and 5 researchers.
- Designed a global navigation and shared account and profile model across acquired products, validated in user testing; the vision earned executive buy-in and helped take Realm to a top-rated position in its category.
- Designed the company's first mobile payments (giving) experience.

Optum Health / UnitedHealthcare — Senior User Experience Designer

Oct 2013 - Mar 2016

- Led UnitedHealthcare/AARP Medicare mobile UX from concept to release, shaped by guerrilla and lab testing with seniors (two-level information architecture, WCAG AA); presented research to senior business leaders.

EDUCATION & CREDENTIALS

- AI: Business Strategies and Applications, UC Berkeley (2024)
- Foundations in Design Thinking, IDEO U (2021)
- Author, *Better by Design: How User Experience Accelerates Growth, Loyalty & Innovation* (2024)