

# MICHAEL VERDI

## PRODUCT DESIGNER

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Accomplished product design leader leveraging a distinctive viewpoint and eclectic background to create effective solutions for hundreds of millions of customers.

## EXPERIENCE

### Founder

*Okay, maybe...*

*June 2025–Present*

- Led product strategy and design for a minimalist writing app, browser-based VR video platform, and an immersive film.

### Mobile Product Design Lead

*Mozilla*

*Apr. 2021–May 2025*

- Directed a multi-year team effort to refine and optimize the Firefox mobile experience, helping to drive a 4% increase in user growth and a 10% revenue surge.
- Led a 5-person team integrating AI capabilities into Firefox.

### Product Designer Firefox

*Mozilla*

*Mar. 2010–Mar. 2021*

- Spearheaded the modernization of the Firefox search experience resulting in:
  - Expanded revenue-eligible searches by 5% on desktop and 1.5% on mobile.
  - Increased non-Google search by 1%, diversifying revenue and mitigating risk.
- Identified the need for a user onboarding program and led the project across two major Firefox redesigns.
  - Boosted organic downloads by 1.5 million per month and eliminated search keyword squatters by initiating a search engine marketing program.
- Designed in-house, web-based tool for writing and localizing support content that serves 20 million users each month.

## EDUCATION

Studied Fine Art at San Antonio College, Mechanical Engineering in the Naval Nuclear Power Program, and Technology Education at Texas State University.

## SKILLS

Product Design: Interaction Design, Wireframing, AI-assisted Prototyping and App Building, Usability Testing, User Research, Journey Mapping, HTML, CSS, Video Editing.  
Software: Figma, Adobe Creative Suite, Blender, Keynote, Jira, GitHub, Claude Cowork, Xcode, Final Cut Pro, DaVinci Resolve.

[View my portfolio](#)