

Design Leadership



MIKE GLEZOS

mg@mikeglezos.com | [LinkedIn](#)

UX & AI

DESIGN CONSULTING

Hi, I'm **Mike Glezos**, an **AI-forward design leader** providing **executive-level consulting & design production** for Startups, SaaS, AI, and eCommerce companies in a **player/coach** role.

With 25+ years leading UX, research, and design at companies like Walmart and New Relic, I've most recently led design at Zelig (Series A) and Pantheon (Series E), driving product innovation, design systems, AI vibe coding, and AI-powered workflows. I've also founded and sold two startups, so I know how to move fast without sacrificing quality.

My focus is turning business needs and user insights into meaningful, customer-centered design at speed, while being a trusted cross-functional partner. I'm a perfect solution for companies that need **top-level design without full-time commitment**.



About:

[Linkedin.com/in/mglezos](https://www.linkedin.com/in/mglezos)

Portfolio:

MikeGlezos.com

Contact

Mg@mikeglezos.com



// Skills

1. **Strategic Design Leadership:** Shape the overall design direction, aligning it with the company's business objectives and customer needs. This can involve establishing design systems, setting design principles, or determining how design can contribute to product-market fit.
2. **Hands-On Design Work:** A Figma & vibe coding fanatic, I take on hands-on design tasks, especially in smaller teams where they contribute to actual design output in addition to strategy.
3. **AI Design:** Integrate AI into workflows and products to shape intelligent user experiences, build AI-powered design systems, and use vibe coding to create testable prototypes in days instead of months.
4. **Process Improvement:** Audit, optimize or refine design processes, ensuring that the team works efficiently and collaborates effectively with other teams.
5. **Cross-Functional Collaboration:** Work closely with other departments such as product management, development and marketing to ensure cohesive experiences across different customer touch points.
6. **Team Mentorship and Development:** Mentor design managers & IC's, helping them grow in their roles while establishing a positive design culture within the company.
7. **Interim Leadership:** Step in temporarily to maintain design momentum.

// What I Do

A. Strategic Leadership

B. Hands-on Design

C. AI & Innovation

D. Processes & Collaboration

E. Design Systems & Foundations

F. People Leadership

G. Creative Work

H. User Research

I. Project Management

A. Strategic Leadership

1. **Design north star** – Setting the overarching vision for design.
2. **Design playbook** – Establishing a framework for design processes.
3. **Roadmap planning - sprint, quarter, or horizon alignment** – Strategic alignment of design w/ product and business goals mapped to outcomes.
4. **Product design modernization** – Updating and evolving product UX to remain competitive.
5. **Startup zero to one design** – Leading early-stage product design efforts in planning & execution.
6. **Design foundation: quality and consistency** – Establishing standards for design quality and consistency.

B. Hands-On Design

7. **Figma:** UI/UX product design, prototyping, mockups
8. **Vibe Coding / AI-Powered Design:** ChatGPT, Claude, Gemini, Figma Make, Loveable, Google Stitch, V0, Replit, Bolt, Bubble.io, Play, XANO, Supabase, Firebase, Claude Code, Cursor, Relume, Hope AI, Imagine.ai

9. **Interactive Prototypes:** Low/high fidelity, low-code/no-code
10. **Mockups:** High-converting product screens, marketing assets
11. **Video:** Product demos, reels, onboarding, micro-interactions
12. **Design Systems:** Scalable systems
13. **User Research Support:** User testing, usability sessions
14. **Marketing Creative:** Landing pages, campaign visuals, presentation polish

C. AI & Innovation

15. **AI + Design** – Leveraging artificial intelligence to enhance creative
16. **Vibe coding** - Prototyping in days, not months.
17. **Workflow AI for design** – Applying AI to optimize design and research workflows.
18. **Customer-focused innovation / PR-FAQs** – Driving innovation with a customer-centered approach.
19. **Design sprints** – Applying the Google Design Sprint methodology to solve problems.
20. **Design patents** – Patents that protect intellectual property for the business

D. Processes & Collaboration

21. **Product, design & engineering triad alignment & collaboration** – Fostering cross-functional collaboration between design, product, and engineering.
22. **Workshop leading: solving design problems** – Leading workshops for problem-solving within design.
23. **Work stream optimization** – Ensuring efficiency and effectiveness in design work streams.

- 24. **Critique process and structure** – Establishing structured design critique sessions for feedback.
- 25. **Design governance & processes** – Implementing governance to ensure design standards and processes are upheld.
- 26. **Budgeting, spend management & reporting** – Handling financial planning and reporting for design projects.
- 27. **Design ops** – Overseeing design operations and process efficiencies.
- 28. **Vendor procurement & negotiation** – Managing external vendors for design-related resources and services.
- 29. **Global distributed design workforce** – Hiring & managing geographically dispersed teams.
- 30. **Tooling training** (Examples: Figma, Adobe Creative Suite, Miro, Marvin, Brandfolder, Canva, Firefly/DALL-E/MidJourney) – Utilizing tools for design work.

E. Design Systems & Foundations

- 31. **Design systems** – Creating and maintaining scalable design systems.
- 32. **Accessibility audit, planning & execution** – Ensuring designs are accessible and inclusive.
- 33. **End to end journey mapping** – Mapping user journeys to improve overall experiences.
- 34. **Personas / ideal customer profiles** – Defining key customer profiles to guide design.
- 35. **Responsiveness & mobile** – Ensuring designs are mobile-friendly and responsive.
- 36. **Digital asset management (DAM)** – Managing and organizing design assets.

F. People Leadership

- 37. **Creative talent assessment - needs & haves:** Assessing UX, UI, user research, design systems, design engineering, design ops, and UX writing current team & needs.
- 38. **Recruiting** – Attracting and hiring top design talent.
- 39. **Leverage network** – Utilizing 5K + personal or professional connections to recruit
- 40. **Job descriptions** – Writing clear and compelling job descriptions for design roles.
- 41. **Interview plans** – Structuring effective interview processes for design hires.
- 42. **Retention** – Ensuring team members are satisfied & motivated to stay.
- 43. **Talent development** – Developing and mentoring design talent.
- 44. **Motivation & engagement** – Enhancing engagement and motivation within the team.
- 45. **Learning & development** – Fostering continuous learning and development opportunities.
- 46. **Design career ladders** – Creating clear career paths for design professionals.
- 47. **How to work with design?** – Educating cross-functional teams on how to collaborate effectively with design teams.

G. Creative Work

- 48. **Branding – branded house vs. house of brands** – Defining brand architecture strategies.
- 49. **Mockups – high & low fidelity** – Producing design mockups and wireframes
- 50. **Product design / UX** – Leading product design with a focus on user experience.
- 51. **Prototypes – no code vs coded** – Creating interactive experiences
- 52. **Technical design translation** – Translating technical requirements into design concepts.
- 53. **Rapid iterative prototyping** – Rapid prototyping to test and iterate on designs.

- 54. **Data visualization & observability** – Designing effective visual representations of data.
- 55. **Motion design & micro-interactions** – Incorporating motion and micro-interactions in design.
- 56. **Marketing design / creative services** – Overseeing marketing-focused design work.
- 57. **Presentation elevation** – Enhancing the quality of design presentations.

H. **User Research**

- 58. **UX research framework** – Implementing customer focused frameworks to guide UX research.
- 59. **Design validation** – Ensuring design decisions are validated through testing and research.
- 60. **Usability testing** – Conducting usability testing to ensure designs are user-friendly.
- 61. **Experience quality scoring** - Measuring design effectiveness and impact through focused outcomes and tracking + evaluating design impact with metrics.
- 62. **User research – customer & internal – quantitative and qualitative** – User research processes to inform design decisions.
- 63. **Customer insights to action** – Process for translating customer insights into product decisions.
- 64. **Research + AI** – Workflow AI assisted synthesis, centralization and searchability

I. **Project Management**

- 65. **Roadmap execution** – Executing on the design roadmap and ensuring milestones are met.
- 66. **Growth UX – conversion optimization** – Optimizing user experience for growth and conversion.

67. **UX / product design** – Leading UX and product design efforts.

68. **Deliver improved UX** – Driving continuous improvements in user experience.

69. **Agile / Jira for designers** – Using Agile methodologies and Jira for design project management.

// Design Team

My ideal full-service design team would include dedicated roles or hybrid contributors across:

- + Product Design (UX)
 - + AI Design
 - + User Research
 - + Design Engineering
 - + Design Systems
 - + Marketing Design
 - + Content Design / Product Language
 - + Design Ops
-
-

How can I help? Let's get in touch!

mg@mikeglezos.com

[LinkedIn](#)

