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 & Principle Designer
Okay, maybe...
June 2025—Present

- Led 0-1 product strategy and design.
- Launched: Coverplay - AI assisted record cover identification for iOS, Wastebasket - a minimalist writing app, and a browser-based VR video platform.

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 Code, Xcode, Final Cut Pro, DaVinci Resolve.

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