

Michelle Kay Brannan

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Yacolt, WA • [Portfolio](#) • [LinkedIn](#)

Design leader specializing in simplifying complex enterprise ecosystems into scalable, AI-powered platforms.

Built and led 25+ designer organizations while shaping product strategy for global enterprise customers.

Known for unifying fragmented systems, clarifying high-impact problems, and aligning executive stakeholders around decisive product direction.

Key Skills

Systems Simplification

Enterprise Platform Strategy

AI & Agentic Workflow Design

Organizational & Systems Leadership

Cross-Functional Executive Alignment

Design Systems at Scale

Talent Development & Hiring

Multi-Product Ecosystem

Education

Savannah College of Art & Design

B.A., Advertising Design

Austin Community College

A.A., Fashion Photography

Sprinklr

Principal Designer

Jul 2025 – Present

- Lead design strategy for an enterprise CX platform serving Fortune 500 and global brands.
- Simplified fragmented, multi-product workflows into cohesive AI-powered systems adopted across the platform.
- Translated research and customer insight into roadmap-defining initiatives influencing executive decisions.
- Drove AI innovation from unified data foundations to agentic, workflow-embedded experiences.
- Aligned senior leaders across design, product, engineering, and data on high-impact transformation efforts.

Director, Product Design

Dec 2020 - Jul 2025

- Built and led a 25+ person design organization across multiple enterprise product lines.
- Scaled enterprise design systems adopted company-wide to improve consistency, accessibility, and delivery velocity.
- Embedded design into product strategy and roadmap planning across executive leadership.
- Led hiring and org design to elevate craft, execution quality, and team performance.
- Drove cross-functional alignment across distributed product and engineering teams.

Senior UX Design Manager

Mar 2018 - Dev 2020

- Built and scaled a multidisciplinary design team across key enterprise product verticals.
- Defined end-to-end customer journeys across onboarding, workflow management, and reporting.
- Launched foundational design systems enabling scalable platform growth.

Senior UX Designer

Apr 2016 - Mar 2018

- Led UX for real-time data visualization platform used by Fortune 500 brands.
- Designed scalable, configurable enterprise templates adopted by global customers.
- Drove product evolution through direct enterprise customer validation.

Postano, Interactive Designer

Aug 2015 – Apr 2016

- Designed and built real-time data visualizations for global brand activations.
- Shipped immersive enterprise experiences at high visibility events.
- Owned UI from concept through onsite activation and launch execution.

Learning.com, Designer & Developer

Jul 2012 – Aug 2015

- Led design and front-end development for website, emails, and marketing assets.
- Produced trade show environments and product collateral supporting growth initiatives.
- Deployed campaigns to the full customer base.