

LEIGHA MICELI

Senior Product Designer

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PROFESSIONAL SUMMARY

Psychology background. Self-taught product designer with 9 years of experience in B2C, SaaS, and AI products. Expert in end-to-end design, growth and retention design, subscription models, and behavioral design. Proven track record of connecting design decisions directly to business outcomes — across mobile (iOS/Android), web, and 0-to-1 products. Strong collaborator with cross-functional teams including product management, engineering, and data. Moves fast, asks the right questions, and cares deeply about craft and results.

EXPERIENCE

Senior Product Designer — Chatbooks — Remote Apr 2021 – Present

Where design stopped being execution and started being strategy.

- Designed the subscription, retention, and creation systems behind \$40M ARR — end-to-end, from research through shipped product, across five years.
- Built a behavioral credit expiration system (Project Audible) that generated \$7M in revenue in a single day from 1.06 million unprinted books.
- Redesigned the full book edit experience across five product lines, unifying them into one system — reducing 'not easy' feedback from 25% to 15% and cutting support tickets 30%.
- Led Salvage Offers V2: reason-aligned cancellation save flows that reduced churn 23% relative, with saves retaining subscribers at 89% at 30 days vs 51% in V1.
- Currently designing Baby's First Year — a net-new lifecycle product targeting \$10M in incremental ARR from a 110K-subscriber cohort that had no dedicated experience.
- Mentored designers and shaped product strategy across growth, retention, and core creation.

UX Tutor — Career Foundry — Remote Jan 2022 – Mar 2025

Taught the thing I had to figure out alone — so the next designers didn't have to.

- Mentored aspiring UX designers through real-world briefs and portfolio development, improving student performance and placement outcomes.
- Teaching forced sharper thinking — articulating instinct into principle made me a better designer too.

Product Designer — Freelance / Ox Moon Studio — Remote Mar 2015 – Dec 2024

Grew from design imposter to trusted partner — building digital presence for businesses that had none.

- Took clients from zero online presence to SEO-optimized, launched products across web, web app, and mobile.
- Real briefs, real constraints, real results.

UX Designer — Reconnect — Remote Mar 2020 – Nov 2020

Designed for both sides of the system — the people running it and the people living it.

- Led end-to-end redesign of a probation case management platform for Drug Courts, improving task completion 30% through research-driven design for two distinct and underserved user groups.
 - First B2B product, first vulnerable user base, first time research fully shaped every decision.
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EDUCATION

B.S. in Psychology — University of Central Florida 2013
Certification in UX Design — Career Foundry 2018–2019

SKILLS

Design: Product Design, UX Design, Growth Design, Retention Design, Lifecycle Design, Subscription Design, Behavioral Design, 0 to 1 Product Design, Design Systems, End-to-End Design

Research: UX Research, User Interviews, Usability Testing, Prototyping, Iterative Design, A/B Testing, Data-Informed Design

Tools: Figma, Cursor, Claude API, SwiftUI, React Native, Expo, AI-Augmented Workflow

Collaboration: Cross-Functional Collaboration, Stakeholder Engagement, Product Strategy, Product Road Mapping, Team Leadership, Mentorship

Experience: B2C, SaaS, AI Products, Mobile (iOS/Android), Web, Consumer Apps, 9+ Years, Fully Remote