

Michael Vereb

Product Designer

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UI/UX designer with marketing and SEO expertise, creating data-driven experiences that accelerate business growth. Drove a 938% increase in organic clicks and a 255% lift in inbound leads.

Experience

Product Designer

Arbor

Jan 2021 — Present
Calgary, AB

- Scaled the product design process to support an award-winning SaaS platform by creating and maintaining a unified Figma design system used across both the product and marketing website.
- Shipped core product features from 0 to 1, including user-facing Hotspot Analysis and Prototyping tools, by working directly with development to ensure design feasibility and a seamless handoff.
- Increased organic search clicks by 938% and inbound leads by 255% year-over-year by directing the end-to-end content, SEO, and press strategy, securing features in Forbes and Fortune.com.
- Enhanced website performance and user experience, increasing the Google PageSpeed score from 61 to 97 and reducing user bounce rate by 5.3%, by leading a full redesign and rebuild on Webflow.

App Designer

MorgenLevering

Sep 2021 — Feb 2022
Oslo, Norway (Remote)

- Designed the user interface and experience for Norway’s leading breakfast delivery mobile app.
- Focused on creating an intuitive ordering process and visually appealing brand presence to drive user adoption in a competitive market.

Education

University of Calgary

Bachelor of Commerce, Entrepreneurship & Innovation

Sep 2017 — Dec 2022
Calgary, AB

Awards

Products That Count

Product Award (2024)

The World Summit Award

WSA Global Award (2021)

Microsoft

1st Place, Discover AI Competition (2020)

Volunteering

C.E.O. Calgary

Co-president

Sep 2018 — Apr 2022

Lift Up

Vice President of Business Development

Jan 2017 — Sep 2018

Projects

llms-text.com

Generate automated, high-quality llms.txt files for free.

CO₂ Equivalent Calculator

Enter an amount of CO₂e and see relatable equivalents.

Resata.vision

Predictive restaurant analytics with AI vision technology.

Skills & Tools

Design

Product Design, Web Design, UI/UX, Design Systems

Tools

Figma, Adobe, Lottie, Jitter

Development

Web Development, Responsive Design, Technical Feasibility

Tools

HTML, CSS, JavaScript, Tailwind, Webflow

Marketing

SEO, Content Strategy, Lead Generation, Digital Marketing

Tools

Google Analytics, SEMRush