Michael Beveridge

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Summary

Product designer with over two decades of experience simplifying complex systems across SaaS, B2B, and AI-driven platforms. Founding designer at Spark Advisors, where I built Medicare CRM tools that unify compliance, data, and agent workflows. Previously designed call center and agency productivity tools at enterprise scale within Liberty Mutual and Safeco. Thrives in zero-to-one environments, with a track record of turning research and data into intuitive workflows and leveraging AI as a design partner to accelerate product decisions.

Core Strengths

• Data-rich product design for CRM, healthcare, and SaaS platforms
• User research, usability testing, and information architecture
• Prototyping and design systems (Figma, Sketch, Adobe Creative Suite)
• Python + Streamlit prototyping for data workflows and visualization
• Leveraging AI/LLMs for research, ideation, and human-in-the-loop design
• Workflow simplification and compliance-sensitive product design
• Zero-to-one product strategy and scaling design maturity

Experience

Spark Advisors / Product Design Lead (Founding)

Sept 2021 – Present / Remote, Seattle

- First design hire, built product design practice from the ground up for a fast-scaling Medicare CRM and campaign platform.
- Conducted user research and usability testing to inform design of intake workflows, enrollment tracking, and compliance features.
- Designed data-rich reporting tools in Figma, balancing clarity and compliance for thousands of independent agents.
- Partnered with engineering and data teams, using Python pipelines and prototypes to unify CMS, carrier, and CRM data into actionable workflows.
- Leveraged AI/LLMs as a design partner for research and ideation, shaping agent-facing insights from complex CMS datasets.
- Helped scale platform from early pilot to national adoption while maintaining simplicity in a highly regulated environment.

Liberty Mutual Insurance / Senior Product Designer

Jan 2018 – Jan 2021 / Seattle & Boston

- Designed productivity tools for Liberty Mutual call center reps (direct-to-consumer support) and independent Safeco agencies (B2B distribution).
- Projects included an updated cross-sell app for LM reps and a Safeco "book transfer" workflow supporting agency migrations.
- Conducted user interviews and usability studies to refine tools at enterprise scale.
- Worked across a 50-person design org, contributing to design systems, component libraries, and supporting documentation in Figma and Sketch.
- Navigated compliance, security, and regulatory requirements in workflows for sensitive customer and policy data.
- Partnered with product, data, and engineering teams to deliver tools that improved efficiency and agent support across the organization.

Trusted Health / Senior Product Designer

Feb 2021 – Aug 2021 / Remote

- First designer dedicated to Works, a B2B staffing platform for healthcare providers.

Pike13 / Lead UX Designer

2016 – 2017 / Seattle

- Designed mobile apps (iOS & Android) for SMB customers in fitness and activities, serving both business owners and end users.
- Created a scalable whitelabel app framework and theming approach, later applied at Spark.

Razorfish / Senior Experience Designer

2015 – 2016 / Seattle

- Designed T-Mobile digital experiences for web, mobile, and in-store (including a 12K video wall and interactive displays).

Egencia / Senior UX Designer

2006 – 2014 / Seattle & Paris

- Designed web and mobile travel tools for global markets, working closely with product teams in Europe and North America.

Education

University of Washington – BFA, Photography (Imaging & design emphasis)