Michael Angeles
Marin County, California

michaelangeles.com
michael@konigi.com

I'm Michael.

I'm a Product Designer who helps B2B product teams understand what their customers need, shape the right experience, and test working prototypes before shipping.

Michael is an incredibly talented, AI-native product designer. At Balsamiq, he drove AI adoption and product innovation that made sense for our users, flexing across tools without losing focus on goals.

ARIELLE JOHNCOX · CEO

15 yrs	1.4M+	3–4×	8 wks
Leading design at Balsamiq	People using what I shipped	Trial-to-paid lift among engaged users	Sketch to App Store, solo

SELECTED WORK

Calx Analytics	Making complex data usable for people who aren't data scientists	GOV / B2B
Google DeepMind	Designing trustworthy health experiences for a general-purpose AI	CONSUMER AI
Balsamiq	Making wireframing something anyone on a team can do	PRO
Klarita	Turning design discovery into a working AI workflow	PRO
Motivist	Making long-term goals easier to act on	CONSUMER

FINDING THE RIGHT DESIGN

Understand

Find the problem worth solving.

I work with the team to understand the customer, their goals, the existing experience, the constraints, and where the real problem lies.

Shape

Design the experience worth building.

Create product concepts, information architecture, workflows, interaction models, and interfaces.

Test

Make the idea real enough to learn from.

I build working prototypes that let stakeholders and customers experience the proposed product before the team commits to implementation.

Co-author of *Wireframing for Everyone* (A Book Apart) · Co-founder, Information Architecture Institute · Previously Google DeepMind, Sapient, Sling Media, Bell Labs, and The Metropolitan Museum of Art

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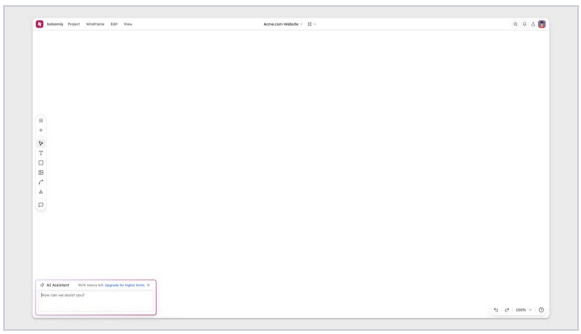


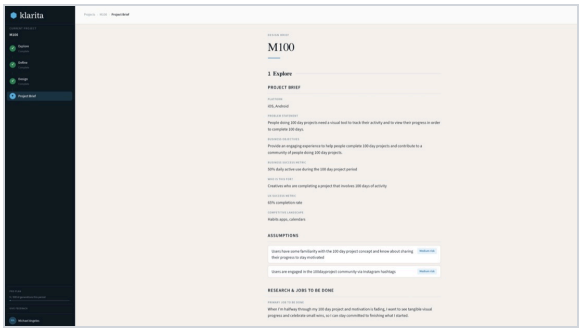
01 · AI-POWERED IDEATION

Designing Balsamiq's AI wireframing experience

Balsamiq was exploring AI-assisted wireframing, but the product direction was still taking shape. I helped define the experience from discovery through prototype, using competitive research, design exploration, test scenarios, and working demos to turn an open-ended idea into a product direction the team could evaluate and build.

Balsamiq · Design Lead · 2024–2025

michaelangeles.com/case-study/balsamiq-ai



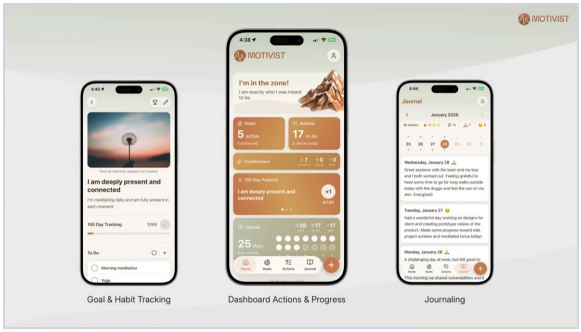
02 · 0 TO 1 PRODUCT DESIGN

From customer problem to working product

Designers have plenty of tools for making screens, but little structure for figuring out what those screens should solve. I researched that gap, shaped it into a product, designed the experience, and built Klarita solo with Claude Code. It guides designers from discovery to a clear, shareable product brief.

Klarita · Solo Designer & Developer · 2026

michaelangeles.com/case-study/klarita



03 · SOLO IOS APP

Taking a product from idea to App Store

I designed and shipped Motivist, a goal-setting app built around helping people turn long-term intentions into actions they can stick with. I took the product from initial concept through product strategy, UX/UI, development, testing, and App Store launch using Claude Code as my development partner.

Motivist · Solo Designer & Developer · 2026

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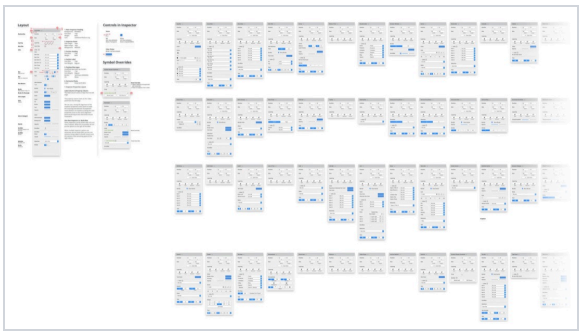

04 · BALSAMIQ WIREFRAMES

Evolving a product used by 1.4M+ creators

As Balsamiq's founding designer, I helped shape Wireframes from its earliest versions into a product used by more than 1.4M creators. Over 15 years, I evolved the experience across major product and platform changes while protecting the simplicity that made Balsamiq useful in the first place.

Balsamiq · Design Lead · 2010–2025

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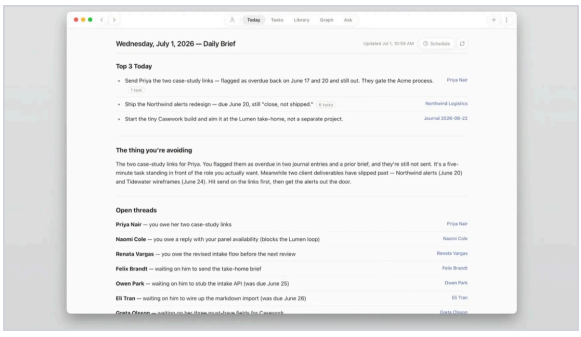

05 · UNICRON: NATIVE MAC SECOND BRAIN

Turning personal knowledge into action

I designed and built Unicron as a knowledge graph to turn a folder of plain-text notes into an active workspace that surfaces what matters. It prepares daily briefs, organizes meeting notes, connects related information, and keeps action items moving. I took it from concept to a native Mac app in two months.

Unicron · Design Engineer · 2026

michaelangeles.com/case-study/unicron