

# Michael Angeles

## Product Design & User Experience

Product Designer who helps B2B product teams understand what their customers need, shape the right experience, and test working prototypes before shipping. I led design at Balsamiq for 15 years, a tool 1.4 million people use.

### Staff UX Designer · Calx Analytics ([calx.info](https://calx.info))

2026 - Present

- Own UX and Product Design end to end for graph-search data science platform serving enterprise and government clients to calculate the cost of global harms and provide intervention guidance. Lead discovery, information architecture, data visualization, and the design system.
- Built the platform's design system and its data-visualization language from scratch and implemented in working code.
- Make data usable for non-specialists and experts alike. Design interactive information graphics, geo-mapped information displays, and executive reports, sourced and referenced from expert-derived research. Output turns dense, connected results into insights people can read, query, and trust, to select interventions that create positive impacts on human, global and economic conditions.

### Designer + Builder · Klarita, Unicron & consumer apps

2025 - Present

- **Klarita** ([klarita.app](https://klarita.app)): Design and ship a SaaS productivity tool solo to real users, discovery through production code in React, built with Claude Code.
- **Motivist** ([motivist.app](https://motivist.app)): Consumer productivity product for the iPhone designed, built, and shipped from prototype to release in the App Store.
- **Unicron** ([unicron.konigi.com](https://unicron.konigi.com)): Designed and built a knowledge graph LLM wiki with ontology and process graph app in Tauri and React. Runs Claude to reasons over notes, and their structure live in one queryable body of files to create agent memory and human-agent collaboration at personal scale.

### Senior UX Designer · Google DeepMind, Contract ([gemini.google.com](https://gemini.google.com))

2025 - 2026

- Designed AI assistant experiences Gemini Health and Wellness as an embedded contractor, translating fast-moving model capability into multi-modal interaction patterns people could actually use. Worked directly with AI researchers, engineers, and product teams.
- Patterns I created were adopted into the Gemini design system.

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### Design

Strategy · Interaction Design · Information Architecture · Data Visualization & Information Design · Design Systems · End-to-End Product Ownership · Sketching · Visual Design · Failure & Empty-State Design · Typography, Spacing & Motion · Prototyping (lo-fi to hi-fi to production code) · Usability Studies · Design Critique & Mentorship · Figma

### Design Engineering

Fluent in services, CI/CD, and deploy workflows as a daily builder using Claude Code · Codex · React & React Native · TypeScript · Tauri · HTML/CSS · Tailwind CSS · Storybook · Git · JavaScript

### Ways of Working

I operate semi-autonomously with stakeholders to arrive at design decisions, wear the PM hat naturally

Work directly with engineers, researchers, and domain experts to turn complex workflows into obvious software

Design critique and influence across functions · Mentorship and design leadership

Agile · Shape Up

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## Staff UX Designer · Balsamiq (balsamiq.com)

2010 – 2025

- Owned UX and product design for Balsamiq Wireframes, used by 1.4M, across 15 years at a bootstrapped, profitable, fully remote company spanning US and European time zones.
- Owned the whole path a customer takes from purchase and account setup, first run, working in the tool itself, and the places it goes wrong. Designed a tool that earned its reputation providing daily value to people who take ideas to shipped products.
- Built and scaled the design system across a SaaS app, web plugin in 3rd party apps, Mac, and Windows desktop apps. Made the judgment calls on when to reuse a pattern, when to break it, when to evolve the whole system as the product grew.
- Designed and shipped a natural-language AI interface that generates wireframes and prototypes from text prompts. Qualified trial users who engaged with it converted to paid at 3–4x the rate of those who didn't.
- Led design on the most ambiguous, cross-cutting projects in the product's history, from fuzzy problem framing through shipped code, usually as the person deciding what shipped.
- Grew the design function from sole designer to full infrastructure, including playbooks, systems, and AI-augmented operations, and mentored across functions, including a user researcher and a product manager.
- Prototyped in code with engineering and held fidelity from mockup to production.

## Earlier Career · Hypertext, Knowledge Tools & Digital Libraries

- **Staff UX Designer, Traction Software:** Led design for enterprise hypertext platform with fine-grained access control. Intelligence teams used it to organize knowledge, mark passages by classification level, and handle granular access and redaction. The product made high-consequence technical workflows made usable.
- **Information Architect & Front-End Developer, Bell Laboratories:** 9 years building digital library system apps inside a science and tech institution for researchers that made it findable to both research and business analysts.
- **Information Architect, Sling Media** plus additional senior UX roles across SaaS, enterprise, and data visualization.

## Education

Rutgers University School of Communication and Information, Master of Library and Information Science (MLS)

Rutgers University, Bachelor of Arts, Art History

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## Publications, Conference Talks & Awards

Co-Author, *Wireframing for Everyone* (A Book Apart)

Co-founder, Information Architecture Institute

Published in Boxes and Arrows, Library Journal, LLRX, and Visual Resources Association Bulletin

Speaker at SXSW Interactive, IXDA NYC, and Los Alamos National Laboratory

Stanford Innovation Journalism Conference Award Nominee, Visual Resources Association Award