

MAX MINER

Product & design leader

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Award-winning product and design leader with 15+ years crafting effective, human-centered products and 10+ years leading multidisciplinary teams. Expert in defining strategic vision, driving product innovation with AI and emerging technologies, scaling teams, and delivering intuitive, impactful solutions from concept to launch.

EXPERIENCE

President, Group / Executive Director, Product & Design

[SkillsEngine](#) • Austin, TX • 2019-Present

- Leading a cross-functional team of designers, engineers, and PMs in the 0 to 1 development and launch of an AI-driven workforce insights platform and developer API suite, scaling from \$0 to \$150K+ ARR.
- Directed strategic pivot from B2E to B2B/B2C, increasing market reach, enhancing scalability, and implementing AI-driven automation.
- Drove early AI adoption and implementation of LLMs for operational automation and product reinvention.
- Defined product vision, roadmap, GTM strategies, and performance metrics; oversaw hiring, team development, and organizational direction.

UX & Product Consultant

Freelance. • Los Angeles, CA / Austin, TX • 2018-2021

- Strategic UX and product consulting for clients across blockchain, private equity, social media, wellness CPG, pet supplies, and ecommerce.

Co-Founder / Principal Product Designer

BEACON Inc. • Austin, TX • 2018-2022

- Launched a human-centered data privacy SaaS company, securing \$225K in seed funding and advisory board of key privacy industry leaders.
- Led design and development of a data policy generator, proprietary privacy grading database, and enterprise UX privacy framework.
- Led company formation and business operations.

Group UX Director

[72andSunny](#) • Los Angeles, CA • 2017-2018

- Led a cross-functional team of designers, strategists, and data strategists
- Transitioned UX from creative production to a strategic capability.
- Designed and led emerging tech initiatives in blockchain, AR, and payments.
- Led UX design and digital design for global brands (Adidas, Starbucks, Activision, Coors, and new biz dev).

Director of CX Strategy

RED Interactive • Los Angeles, CA • 2016-2017

- Directed customer experience strategy for high-profile clients, aligning UX with business goals and product actions.
- Collaborated with executives to drive digital transformation and UX innovation projects for key clients including Disney, Bud Light, and 21st Century Fox.

EDUCATION

Masters Certificate, UX 2011

Boulder Digital Works (60 Weeks),
University of Colorado

B.A. Philosophy 2009

University of Colorado

Study Abroad 2008

Semester at Sea: Circumnavigated
the globe visiting 13 countries

OTHER

AI Business Fellow 2025-Present

[Perplexity](#) • Remote

Startup Mentor 2022

[UT SELL Fellowship](#) • Austin, TX

Strategic Advisor 2021-2022

[AMASS](#) • Austin, TX

Pitch Judge 2021

[UT SELL Accelerator](#) • Austin, TX

Member 2021-Present

[ATX DAO](#) • Austin, TX

Venture Fellow 2020-2022

[Notley Ventures](#) • Austin, TX

Strategic Advisor 2019-2020

[TheWildHoneyPie](#) • Remote

Makerspace Lead 2014-2015

[72andSunny](#) • Los Angeles, CA



Associate Creative Director, Experience Design

[R/GA](#) at Google • San Francisco, CA • 2015-2016

- Co-founded embedded creative tech consultancy within Google Brand Studio, scaling the team from 15 to 40+ and increasing annual revenue from \$4M to \$10M+.
- Managed cross-functional teams delivering impactful UX/UI solutions, and secured key business opportunities through effective product strategy.

UX Director

[72andSunny](#) • Los Angeles, CA • 2013-2015

- Led UX for all Google and Target initiatives, including award-winning AR, streaming, mobile, and WebGL projects.
- Designed digital and interactive experiences for high-visibility brands (Google, Target, Starbucks, Activision, Samsung, Tillamook, Truth, and Carl's Jr)
- Managed team of 5 junior, mid, and senior UX designers

Senior Experience Designer 2012-2013

[TeamOne](#) • Los Angeles, CA

Associate UX Designer 2011-2012

[AKQA](#) • San Francisco, CA

RECOGNITIONS & AWARDS

- [Featured by Replit for AI-first product design](#) as part of the [launch of their Teams feature](#).
- 16x design and technology awards (Webbys, Cannes Lions, FWA, OneClub, Awwwards).
- Work featured in Wired, Fast Company, TechCrunch, The White House, NYTimes, Washington Post, LA Times, The Verge, Mashable, and more.

SKILLS & EXPERTISE

- **Leadership & Team Management:** Scaling and mentoring design and cross-functional teams, fostering high-performance culture.
- **UX/UI & Product Design:** Deep expertise in Figma, prototyping, and designing platforms.
- **Product Vision & Execution:** Shaping product strategy, prioritizing features, and aligning user needs with business goals from concept to launch.
- **Strategic & Creative Direction:** Driving vision for complex, technical, and emerging products.
- **AI & Emerging Tech:** AI-integrated UX, LLM strategy, and prompt engineering.
- **Cross-functional Collaboration:** Working closely with engineers, PMs, and researchers to ship exceptional experiences.

TOOLS

Figma, Replit, Cursor, LLMs, CrewAI Agent Framework, Python, HTML/CSS, Adobe Creative Suite, Webflow, Framer, Sketch, Origami, Principle, Basecamp, Jira, Mixpanel

