

Michael Beveridge Seattle, WA

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Summary

Product designer with thirty years of experience working at the intersection of complex systems, regulated domains, and data-driven decision making. Deep expertise in Medicare, insurance, compliance-sensitive workflows, and enterprise SaaS platforms. Combines product strategy, data modeling, user research, and AI-assisted workflows to turn ambiguous problems into practical solutions. Most effective in zero-to-one environments where success requires thinking across design, data, and business constraints simultaneously.

Core Expertise

- Product Strategy & Systems Thinking
- Decision-Support Product Design
- Medicare & Insurance Platforms
- Claude Code, human-in-the-loop systems
- Data Modeling & Validation
- Complex Workflow & Information Architecture
- Cross-Functional Leadership
- Design Systems & Interface Architecture

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 Medicare CRM and agent productivity platform operating in a highly regulated environment.
- Designed and validated a Medicare Advantage plan-selection model using Pareto elimination and CMS quality measures. Backtested against 152,000 enrollments and achieved outcomes comparable to top-performing field agents.
- Built a complete Medicare Advantage plan database from raw CMS sources, including ETL pipelines consolidating 8,000+ plan-segments across 3,000+ counties into a queryable SQLite store.
- Established an AI-assisted research and product development workflow that combines structured documentation, persistent context management, and version-controlled collaboration to accelerate product discovery and analysis.
- Partnered with engineering and data teams to translate complex CMS, carrier, and CRM data into actionable agent workflows under strict regulatory constraints.

Liberty Mutual Insurance / Senior Product Designer Jan 2018 – Jan 2021 / Seattle & Boston

- Designed productivity tools for Liberty Mutual call center reps and independent Safeco agencies, spanning cross-sell applications and book transfer workflows supporting large-scale agency migrations.
- Collaborated with research, product, and engineering teams to refine enterprise-scale tools used by thousands of insurance professionals nationwide.
- Contributed to design systems and component libraries across a 50-person design organization.
- Navigated compliance, security, and regulatory requirements for sensitive customer and policy data.
- Partnered with product, data, and engineering teams to improve efficiency across B2B distribution channels.

Pike13 / Lead UX Designer 2016 – 2017 / Seattle

- Designed iOS and Android apps for SMB fitness and activity businesses, serving both owners and end users.
- Created a scalable whitelabel app framework and theming system later applied at Spark Advisors.

Razorfish / Senior Experience Designer 2015 – 2016 / Seattle

- Designed T-Mobile digital experiences across web, mobile, and a flagship Times Square store including a 12K video wall and interactive in-store displays.

Egencia (Expedia Group) / Senior UX Designer 2006 – 2014 / Seattle & Paris

- Designed web and mobile travel tools for global business travelers across eight years, supporting product teams in North America and Europe.
- Worked directly with the Paris team on European market products, with scope spanning air, hotel, car, and rail travel across global markets.
- Final project was a rail booking experience for the Swedish market, reflecting the breadth of platform coverage across travel verticals.

Education

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