Mike Fruhbeis, UXC

AI Product Designer

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SUMMARY

Product designer with Nielsen Norman Group UX certification and deep experience modernizing complex EdTech workflows, design systems, and multi-stakeholder product experiences. At ClassLink, I design scalable K-12 workflows for educators, administrators, students, and families while exploring AI-assisted methods for research synthesis, UX copy, workflow variation, edge-case review, and prototype validation. I translate ambiguous requirements into clear, accessible, human-centered product experiences that balance speed, trust, and usability.

CORE SKILLS

Product Design	UX Design, Interaction Design, Information Architecture, Prototyping
AI-Assisted Design	Research Synthesis, UX Copy Exploration, Workflow Variation, Prototype Review, Edge-Case Evaluation
Research & Systems	User Research, Usability Testing, Design Systems, Design Rationale
Tools	Figma, Claude Code, Obsidian, Playwright MCP

EXPERIENCE

ClassLink | Product Designer

12/2018-Present

- Design engaging product experiences for ClassLink LaunchPad application family including Parent Portal, Public Portal, StateLink, and MyApps used by schools, educators, administrators, students, and families.
- Use Claude Code daily to improve product and design workflows, build skills for full-scale prototype review, concept and test new features, and accelerate research-informed iteration while keeping designer oversight central.
- Translate ambiguous product requirements, user needs, and technical constraints into workflows, wireframes, prototypes, and polished interface designs.
- Modernize legacy product patterns by simplifying complex workflows, reducing cognitive load, and supporting cross-product consistency.
- Partner with product, engineering, and design stakeholders to present design rationale, validate decisions, and improve product clarity.
- Apply shared components, patterns, and interaction standards to improve consistency across scalable product experiences.

FDG / Freelance Design Practice | Lead Designer

2008-2016

- Led freelance brand, web, and information design projects from discovery through delivery, creating wireframes, prototypes, brand refreshes, and production-ready design in partnership with clients, editors, and developers.

Pearson Education | Art Director

06/1998-05/2008

- Designed educational product systems and learning materials with editorial teams; translated complex content into clear layouts and prototyped a design approval workflow that reduced costs by 50%.

EDUCATION

St. Michael's College, Colchester, VT — Bachelor of Arts in Fine Art

Parsons School of Design, New York, NY — Digital Design / HTML Workshops

CERTIFICATIONS & CONTINUED LEARNING

Nielsen Norman Group UX Certificate — Issued Dec 2023 | Credential ID 1079204

Google UX Design Professional Certificate

Edward Tufte's *Presenting Data and Information* | Empathy Jam 2017 | GFK UX Masterclass NYC 2014 | Online UX and design coursework from Coursera, Udemy, Skillshare, and Springboard