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Hello.

I'm michael bostic,
a product designer
in Chicago.

Portfolio



Resume



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A brief history

Digital design

2018 - present

Digbi

Digbi has been my start in UX/UI for nearly seven years. I built the brand, designed and coded the original site, and reshaped the desktop and mobile apps. Here are some highlights:

- Designed educational modules using Atomic Habits principles, boosting 4-week retention by 3x and earning an “excellent” NPS rating.
- Created a meal rating index to assess food density, increasing logs by roughly 60%; later introduced AI evaluation, boosting logs another 20%.
- Streamlined logging and added wearable syncing, leading to 76% of users losing weight and 89% reporting better digestion.
- Cut onboarding drop-off from 17% to 3% by simplifying early user flows across web and mobile.
- Redesigned the company website to reflect Digbi’s brand, increasing monthly traffic to 6,000 visits.
- Built a new partner sign-up flow and landing page, contributing to 20+ B2B partner acquisitions.

Landscape architecture

2006 - 2016

School & prior career

I Studied landscape architecture at Michigan State, where a Bauhaus-inspired curriculum built my foundation in design. I then spent 6 years at my dream firm designing parks and plazas, specializing in 3D modeling, rendering, and design technology.

Expertise

I consider myself a product designer. From conception to implementation and continuous refinement, managing a product is an iterative journey shaped by both data and intuition.

