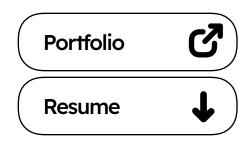
bosticm2@gmail.com (734) 395 - 4721



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



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

 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.

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