

MIKE BINDER

Senior UX Design Leader · Design Systems · AI UX · Accessibility · Enterprise B2B

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SUMMARY

I build UX programs, not just screens. Design systems from scratch, accessibility programs that cut issues 40%, AI-powered product features that moved the needle on revenue. I've spent most of my career in B2B data platforms: SaaS, manufacturing, financial services, real estate. Comfortable being the only designer in the room or running a team. IxDF certified in AI for Designers and Accessibility.

CORE EXPERTISE

Design Systems Built systems from zero twice. Components, tokens, documentation, governance. At iBASE I started it alone. At D&B I was a contributor and board member, authoring accessible components and helping refactor the Figma architecture.

Accessibility WCAG 2.1 and 2.2, VPAT production, audit-to-remediation, program building, and team training. I've pushed for accessibility at companies that had never thought about it and at companies that had it on a roadmap but no one driving it.

AI UX & Integration Designing AI features that fit how people actually work. At D&B that meant prospect scoring, smart search, intent signals, and generative tools built into existing workflows, not bolted on top of them.

DesignOps & Leadership Hired designers, grown teams, and built UX practices inside companies that didn't have one. I'm comfortable being the only designer in the room or running a team. Either way I focus on raising the quality of the work and the people doing it.

EXPERIENCE

Sr. UX Designer · Accessibility Lead · Design Governance Board

July 2022 - March 2026

Dun & Bradstreet - Business Information & Data Analytics · Enterprise B2B SaaS

- On the Design System Governance Board as the accessibility voice. Designed and shipped accessible components used across the system, helped refactor the Figma component architecture, and contributed to the design system's documentation site. Also triaged and prioritized incoming requests, bugs, and tickets, and coached designers outside the board on how to build components correctly, run UX validation, and get things shipped.
- Built D&B's accessibility program from nothing. Wrote the standards, stood up a cross-functional working group, produced VPATs for the company's top products, and got accessibility issues down 40% over the life of the program.
- Co-led AI integration across the B2B platform. Prospect scoring, smart search, intent data, generative tools. Sales reps were prospecting 20 to 30% faster and it showed up in revenue.
- Led the research and redesign of D&B Hoovers. The platform had years of accumulated complexity. Cleaned up the core prospecting workflows and got reps moving 28% faster through their daily tasks.

Senior Product Designer (Contract: Betterworks)

July 2022 - July 2023

InnerSpark Media LLC - Performance Management · Enterprise SaaS

- Brought in as the Figma expert to rebuild Betterworks' entire design system, migrating 200+ components from Sketch to Figma with proper tokens, variants, and documentation.
- Worked directly with engineering and product to make sure every component in the system met WCAG standards before it shipped. Baked accessibility into the migration process rather than treating it as a follow-up.
- Established a component governance process so the system stayed clean after the migration. Defined contribution guidelines, review standards, and a versioning approach that kept things from drifting.
- Mentored the design team on Figma best practices, component-driven workflows, and auto-layout patterns. Got the team self-sufficient within a few months.

Lead Product Designer

October 2021 - June 2022

Ozmo - Tech Support & Customer Experience Software

- Ran the research side: personas, competitive analysis, usability testing, A/B. Turned what we learned into actual design decisions. Satisfaction scores went up 20%.
- Worked with and mentored designers across several product lines. Partnered with product to improve how the platform fit into real support workflows, which drove adoption up 20% and made a measurable dent in how long tasks took.
- Ran cross-functional design workshops that got teams unstuck and cleaned up how work moved through the pipeline.

Lead User Experience Architect

September 2020 - October 2021

Realogy Holdings Corp. - Residential Real Estate Services · Century 21, Coldwell Banker, Sotheby's, ERA

- Led UX for a new enterprise Lead Management platform spanning Century 21, Coldwell Banker, Sotheby's, and ERA. Four brands, one system, a lot of competing needs. Lead conversion rates went up 20%.
- Took a pile of cross-functional requirements and turned them into flows that actually made sense to the people using them. Cut task completion time 30% by removing friction that had built up over years of feature additions.
- Tested with real agents and stakeholders throughout. Kept iterating on what we heard. By launch, we had 90%+ alignment across the org, which for a multi-brand rollout is not a given.

Head of User Experience

April 2015 - June 2020

iBASeT - Manufacturing Execution Systems · Aerospace, Defense & Precision Manufacturing

- Built the design system from zero. It had to work across desktops, tablets, mobile, gloved hands on a manufacturing floor, cleanroom environments, and early AR inputs. Kept UI consistent across products, cut engineering bugs 40%, and improved shop-floor productivity 40%.
- Joined as the first UX hire at iBASeT. No team, no system, no process. Built it all. Hired and developed two designers, wrote the standards, and ran UX end-to-end for Solumina iNEXT/iSeries, the company's flagship MES for aerospace, defense, and precision manufacturing.
- Hit 80% shop-floor adoption in Q1 of launch. Errors dropped 20%. For software going into aerospace and defense environments, those numbers matter.
- Did an accessibility audit on day one and found the gaps I expected. The company had never prioritized it. I made it a non-negotiable part of the process from that point forward.

Earlier roles at Equator (built the first design pattern library), CUDirect (came in as a contractor, proved the value of UX, got converted to FTE, and wrote the job description for the role), and Aurora Bank FSB. Full history on LinkedIn.

EDUCATION

Bachelor of Science

Interactive Media Design · The Art Institute of California, Orange County

CERTIFICATIONS

AI for Designers - Interaction Design Foundation (IxDF) · 2024

Human-Centered AI Design - Interaction Design Foundation (IxDF) · 2024

Accessibility: How to Design for All - Interaction Design Foundation (IxDF) · 2023

UX Management: Strategy and Tactics - Interaction Design Foundation (IxDF) · 2022

SKILLS

Design: Design Systems · Information Architecture · Accessibility (WCAG / ADA) · Interaction Design · Wireframing · Prototyping · Mobile-First Design · Visual Hierarchy

Research & Strategy: User Interviews · Usability Testing · Journey Mapping · Persona Development · Heuristic Evaluation · A/B Testing · Competitive Analysis · Requirements Gathering

Technical: Figma · Design Tokens · Component Libraries · Storybook · Axure · Adobe Creative Cloud · HTML · CSS · JavaScript · GitHub · Zeplin

Leadership: Cross-functional Facilitation · Team Building · Mentorship · Hiring · Design Governance · Accessibility Program Management · Program Leadership