

Michael Maitlen

SENIOR PRODUCT DESIGNER

Complex B2B SaaS · Research-led strategy · AI-enabled product systems

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01 PROFILE

Senior product designer specializing in complex B2B SaaS and mission-critical operational workflows across aviation, fuel, fintech and data management. Uses user research, systems thinking and AI-enabled prototyping to turn ambiguous problems into intuitive, scalable product experiences. Leads cross-functional collaboration from discovery through delivery, connecting customer needs, business priorities and technical constraints.

02 EXPERTISE & TOOLS

Product strategy & vision · User research · Complex workflows · Systems thinking · Information architecture & user flows · Iterative prototyping · Usability testing · Design systems · Cross-functional leadership · AI-enabled workflows · Figma · Storybook · Miro · Cursor AI IDE · FullStory

03 PROFESSIONAL EXPERIENCE

World Kinect / CAMP Systems International, Inc.

2022 – June 2026

Principal Product Designer / Senior UX & Product Designer · *Aviation, fuel & aviation SaaS*

- Led product design across interconnected aviation SaaS experiences, including jet-fueling operations, airport reservations and invoicing, and next-generation aircraft maintenance workflows.
- Defined the UX vision and roadmap for fbo360, supporting the operational needs of small airports and FBO teams.
- Introduced AI-enabled research and prototyping workflows that shortened design turnaround and clarified engineering handoffs through production-ready, web-based prototypes.
- Translated user interviews into rapid prototypes, returned concepts to users for iterative feedback, and refined workflows before development.
- Led design-system foundations across variables, tokens and reusable components in Figma and Storybook.
- Partnered with product, engineering and stakeholders to navigate operational, business and technical constraints for customers including Clay Lacy, Clark County and Sky Service.

JN Money

2023

Product Designer (Contract) · *Fintech*

- Designed a proprietary remittance application from 0-to-1, from early requirements through high-fidelity prototypes.
- Aligned stakeholders on scope and requirements, then used research, wireframes and iterative prototyping to clarify the solution.

Veritas

2021 – 2022

Senior UX Product Manager · *Cloud data management*

- Owned the UX roadmap for a cloud data protection initiative, balancing product strategy, user needs and cross-functional execution.
- Led implementation of FullStory product analytics to support evidence-informed product decisions.

American Express

June 2020 – 2021

UX Designer

- Drove collaboration across product, design and engineering for two major American Express customer point-of-sale products.

Datavail

June 2018 – June 2020

UX Designer

- Led design for two SaaS products, partnering with users, stakeholders, product owners and development throughout iterative delivery.
- Used recurring user review sessions to refine workflows while balancing business goals and technical constraints.

04 EDUCATION

M.P.S. in User Experience Design Maryland Institute College of Art (MICA) · January 2019 – April 2020