

Michael Silla

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Michael is a seasoned design leader and strategist with a proven track record of delivering significant value to the organizations he's worked with and the customers they serve. He helps small teams punch above their weight, but also knows how to take end-to-end ownership of projects across large organizations – ensuring quality, timely delivery, and measurable outcomes. His skill and perseverance in navigating uncertainty, meeting demanding deadlines, and aligning diverse interests is arguably his greatest strength.

Professional Experience

Baseline Financial Technologies

Head of Design, September 2023 - Present

- Owned end-to-end design activities across product, marketing, content and brand, managing budgets, hiring and overseeing contractor resources, and developing and executing new growth strategies that boosted ARR by 781%
- Led product design for Baseline's Lender, Borrower, and Investor platforms, driving the release of sought-after features including Fund Management, Payments, Tasks, Offerings, Inbox, Applications and Automations – achieving >95% customer adoption
- Organized design, research and strategy workshops to drive alignment, directly influencing company strategy

Kognitiv Corporation

Director of Design Strategy - Special Projects, April 2020 - November 2022

- Reporting to Kognitiv's Executive Chairman and executive team, led a variety of strategic initiatives across the organization, including M&A, financing, communications and investor relations
- Served as liaison between our executive team and TD securities, Barclays, and Credit Suisse to secure \$48.5M financing in 2021

Director of Design Strategy, January 2019 - April 2020

- Led a global team of designers to launch design new OTA platform and design system that slashed developer and designer implementation time by 15% and 66%, respectively

Collage HR

Design Lead, September 2016 - January 2019

- Led the design of Collage's core HR product and benefits management platform, working closely with business, product and engineering teams to identify customer needs, develop road maps, test and launch new features at speed
- Created a robust design system to enhance UX consistency, streamline development and deliver best-in-class user-friendliness that marked Collage for acquisition in 2019

Figure 1

Senior Product Designer, August 2015 - September 2016

- Led redesign of iOS and Android app with >2.5M users using engineering psychology and social engineering heuristics to boost ADAU by over 15% in advance of \$15M Series B
- Helped launch first Android and web apps as well as a direct messaging feature that contributed to a 9% boost in monthly registrations

Kinetic Commerce

UX Designer, February 2014 - July 2015

- Led product discovery and design for a mobile travel app that was acquired within 6 months of project completion
- Designed mobile apps for social media, retail and travel clients

Fresh Canteen

Multidisciplinary Designer, May 2013 - December 2013

- Owned end-to-end design for Canada's first ingredient-and-recipe meal kit service – acquired in 2015

Shopcaster

UI/UX Intern, May 2012 - September 2012

Education

BASc. Mechanical Engineering - University of Toronto, 2013

Minor in Biomedical Engineering