

Mike Bobev

Lead Product Designer

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Lead product designer, ten years in. Engineering background; work centered on product architecture, complex flows, and systems thinking. At Merkle: the transactional spine at Arrow Electronics is live in production, and the IA pattern designed for U.S. Bank Business Banking propagated across all five segments of usbank.com. Building toward design engineering.

EXPERIENCE

Lead UX Designer — Merkle

JUNE 2023 – PRESENT

Lead product designer across enterprise client engagements. Promoted from Senior in 2023 on the Herbalife platform redesign.

- **Arrow Electronics (2025)** — Sole design IC across the transactional spine of a B2B procurement platform: Cart, Quote, Checkout, Account Management, Order History, Authentication, Forecasting, and a compound Premium Account + Credit application flow — all live in production. Designed for engineers and procurement officers, rejecting consumer e-commerce conventions in favor of information density suited to expert users.
- **U.S. Bank (2024–2025)** — Co-lead designer on the Business Banking redesign: 86 acquisition pages grounded in 197 stakeholder and customer interviews and a 400-person archetype survey. Drove the navigation IA that shipped within the bank's design system; the pattern designed for one segment now anchors all five top-level segments of usbank.com.
- **Herbalife (2023–2024)** — Co-architect of the MyHerbalife global distributor platform serving 4.5M distributors and preferred members across 90+ markets. Led a four-designer pod through four IA iterations to an intent-based architecture organized around what distributors are trying to do rather than product taxonomy.

Senior UX Designer — Merkle

AUG 2021 – JUNE 2023

Senior product designer across enterprise engagements — Dunkin', Primo Brands, T. Rowe Price, GM, and Adobe. Sole designer on an internal Dunkin' platform serving both retail and corporate workforces; laid the foundation for a multi-brand design system at Primo Brands; developed acquisition journeys for T. Rowe Price's retirement services while doubling as an agile coach during the organization's first transition into agile delivery.

Senior Product Designer — Trackmind Solutions

SEPT 2016 – AUG 2021

Led product design end-to-end across enterprise and B2B platforms for clients including S&P Global, Koch Industries, Givaudan, and Metagenics — from research and discovery through design, implementation, and iteration. Scoped and delivered complex platform projects independently, setting IA direction, leading user research, and mentoring junior designers.

Product Designer — Trackmind Solutions

OCT 2014 – SEPT 2016

Designed user-centered digital products from research through prototyping — translating user needs into clear flows, IA, and interactive prototypes. Foundational years where the systems-thinking approach started taking shape.

SKILLS

Product Design · Product Strategy · Systems Thinking · Information Architecture · Design Systems · Interaction Design · Design Engineering · Front-end Execution · AI-assisted Design · User Research

EDUCATION

Rutgers University — B.S., Mechanical Engineering