

Michael Tsirakis

michaeltsirakis.com

contact

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education

University of Toronto

BA in Comm Design / 2010-2014

OCAD University

Digital Media Certificate / 2016

RED Academy

UX Certificate / 2016

skills

Product design
Product strategy
AI-assisted prototyping
Agentic workflows
Interaction design
User experience
Cross-functional leadership
Design systems
Information architecture
Conversational UX
Prototyping
Creative tooling
Cross-platform design
User research
Usability testing
Figma
Claude
Claude Code
Adobe Creative Suite
Vibe coding

experience

Netflix / Senior Interaction Designer

Aug 2025 - present

- Lead design strategy for AI-powered story development tools, enabling creative teams to analyze and synthesize story content across scripts
- Designed conversational and agentic AI workflows that transformed fragmented pre-production processes into a unified creative intelligence platform, reducing manual analysis time by an estimated 40%

Google / Senior Interaction Designer

Jun 2021 - Jul 2025

- Led UX for AI-assisted advertising and audience management workflows, helping marketers generate and refine campaign audiences
- Redesigned intelligent audience-building experiences that increased workflow completion rates by 41% while reducing technical setup overhead by 62%

LinkedIn / Product Designer

Aug 2019 - Jun 2021

- Designed a streamlined, mobile-first job management platform that increased the confirmed hire rate by 15%
- Designed hiring automations and streamlined communication through key touchpoints, boosting candidate responsiveness by 37%

Apple / UX Designer

Feb 2018 - Aug 2019

- Consolidated disparate tools into a unified LMS application, reducing content upload time by 2-4 days per session
- Redesigned Apple's training website, tailored to the needs of Apple users, reaching 700k learners within the ecosystem at launch

eBay / UX Designer

May 2017 - Feb 2018

- Decreased customer service calls by an estimated 32% by introducing a free returns flow for items under 5 dollars
- Increased completed returns rate by an estimated 15% through a full redesign of eBay's core returns flow