

Michael Tsirakis

Designing AI-native products and creative systems that amplify human creativity through intuitive, high-leverage experiences

contact

michaeltsirakis.com
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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

AI Product Design
Product Strategy
Product Vision
Interaction Design
AI-Assisted Prototyping
Systems Design
Experience Strategy
Information Architecture
Creative Tooling
Workflow Automation
Cross-Product Experiences
Rapid Prototyping
0→1 Product Development
Cross-Functional Leadership
User Research
Design Systems
User-Centered Design
Figma

experience

Netflix / Lead Interaction Designer

Aug 2025 - present

- Lead product vision and interaction design for Story Lab, a 0→1 AI-native workspace helping creative teams understand and reason across complex narrative content
- Defined new interaction models that transformed scripts, revisions, and notes into contextual intelligence and reusable workflows
- Partner with Product, Engineering, and ML leadership to shape the long-term strategy and roadmap for AI-powered story understanding

Google / Senior Interaction Designer

Jun 2021 - Jul 2025

- Led UX for AI-assisted advertising experiences that helped marketers generate and operationalize complex audience strategies
- Redesigned intelligent workflow systems, increasing completion rates by 41% while reducing technical setup overhead by 62%
- Defined cross-product experiences spanning audience generation, campaign planning, and activation across Google's advertising ecosystem

LinkedIn / Product Designer

Aug 2019 - Jun 2021

- Led design for mobile-first hiring experiences that increased confirmed hire rates by 15%
- Designed workflow automations and communication systems that improved candidate responsiveness by 37%

Apple / UX Designer

Feb 2018 - Aug 2019

- Led the redesign of Apple's learning ecosystem into a unified platform serving more than 700k learners
- Defined content creation and management workflows that reduced publishing time by 2-4 days per session
- Established scalable information architecture and interaction patterns across Apple's training ecosystem

eBay / UX Designer

May 2017 - Feb 2018

- Led the redesign of eBay's core returns experiences, increasing completed returns by 15%
- Reduced customer service calls by an estimated 32% through guided workflows and intelligent decision support