

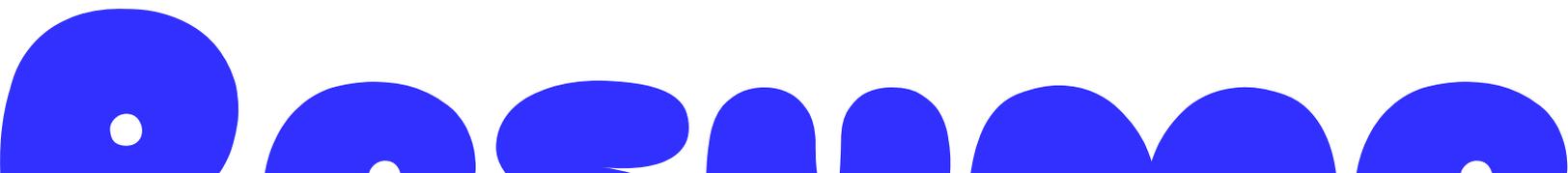
Hello

I'm michael bostic,
a product designer
in Chicago.

Portfolio



Resume





A brief history

Digital design

Sep 2025 - Nov 2025

Quality Products

Most recently, I spent two months contracting with Quality Products, an incubator, where I helped design and build brands and landing pages for a mix of early-stage concepts.

Jul 2018 - Sep 2025

Digbi

I started my UX/UI career at Digbi and spent nearly seven years building the brand, designing and coding the original site, and reshaping the desktop and mobile apps. Here are some highlights:

- Designed habit-based modules tripling 4-week retention and earning an “excellent” NPS.
- Built a meal-rating index that increased food logs ~60%, then added AI scoring for an additional 20% lift.
- Improved logging + wearable syncing; 76% lost weight, 89% reported better digestion.
- Created a new partner sign-up flow + landing page, helping secure 20+ B2B partners.

Landscape architecture

Sep 2006 - Jun 2017

School & prior career

I Studied landscape architecture at Michigan State, where a Bauhaus-inspired curriculum built my foundation in design. I then spent 6 years at my dream firm designing parks and plazas, specializing in 3D modeling, rendering, and design technology.

Expertise

I consider myself a product designer. From conception to implementation and continuous refinement, managing a product is an iterative journey shaped by both data and intuition.

