Michael Costanzo

Product Design Leader

Design Teams & Shipping with AI

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30+
Designers and PMs led across two teams

3×
Designer workload covered alone with AI-built coded prototypes

85–90%
Less time on AI-drafted work with human sign-off

PROFILE

The last project I led at Rangle changed how I work. I led product and design for Nike Kit, a hyper-personalized GenAI shopping assistant that a small team, leaning hard on AI tools, took from concept to working proof of concept in under 30 days. It convinced me software was about to be built differently, so I set out to work only on AI products. At Nimble Gravity I started as a design team of one across research, UX, UI and front-end development, covering work that would normally take at least three designers. Most of it went out as working coded prototypes built in Claude Code and Cursor, and on three projects my code shipped to production.

I've changed how teams work, not just how I work. At Rangle I ran a practice of ten designers and five PMs and pushed it to change how it worked as GenAI changed what one designer could do alone. Before that, I built Rangle's design function from zero as the company grew from 13 to 150+.

Great design shows up in how people feel and in what they no longer have to do. As AI turns software into end-to-end services, I design the whole service: what it anticipates, how it adapts to each person, and whether people get the job done with confidence. Faster only counts if quality holds, and I judge design by what customers keep using, not by how much a team ships.

CAPABILITIES

DESIGN	Design systems, interaction design for AI and human-in-the-loop workflows, mobile and web, discovery and usability research, Figma, Adobe Creative Suite
DESIGN LEADERSHIP	Hiring and coaching designers, team structure, design reviews and craft bar, product-to-engineering handoff
AI PRODUCT	RAG, agentic workflows, fine-tuned LLMs, human-in-the-loop QA, citations, AI unit economics
BUILD & PROTOTYPE	Claude Code, Cursor, Retool, Bolt.new, Replit, Zapier, Copilot Studio
RESEARCH & DATA	PostHog, Dovetail, UserTesting
DELIVERY	Jira, Azure DevOps, Linear, Confluence, Notion, Miro

EXPERIENCE

Nimble Gravity Principal AI Product Manager (Forward Deployed) — Nov 2025 – Oct 2026
Principal Product Designer & Product Strategist (Contract) — Mar 2025 – Oct 2025

Enterprise consulting firm delivering GenAI-native applications for insurance, finance, banking, and accounting.

- Only designer across multiple client AI projects as the org scaled, covering work that would normally take at least three designers, much of it delivered as working coded prototypes.
- Shipped my code to production on three client projects alongside backend and data engineers.
- Designed the human review and QA screens on the claim-summary and credit-memo products, where reviewers approve what the model drafts.
- Created and ran discovery workshops with U.S. enterprise clients.
- Led pods of engineers, client SMEs, BAs and data engineers: as PM on some engagements, directing and mentoring junior team members on others.
- Cut Executive Claim Summary prep time 85–90% at a global commercial insurer on $250K+ claims, at about $1.25 per summary, with an agentic app that drafts section by section for human review.
- Cut credit memo prep time by up to 80% at a U.S. commercial bank, replacing a 2–3 day manual process with drafts that carry full source citations.
- Delivered $2M+ in annual productivity gains at a large U.S. specialty insurer with an AI underwriting assistant that gives cited answers over hundreds of thousands of regulatory documents.

The LNK Co-Founder, Product & Design — Jan 2023 – Mar 2025

0-to-1 ecommerce marketplace connecting emerging brands in South Asia, Africa, and South America with North American and European consumers.

- Owned the consumer marketplace and brand portal 0-to-1 with a single lean team, expanding into multiple global markets.
- Helped close a $1M seed round on early product and market traction, partnering directly with the founder and engineering team.

Reputable Health Principal, Product & Design (Contract) Jan 2025 – Feb 2025

Digital health startup supporting clinical trials through mobile-first patient engagement tools.

- Enabled a full mobile app redesign in under a month by establishing a reusable UI system (ShadCN + Figma) and prototyping in Bolt.new and Replit without pulling engineering capacity.
- Cut support tickets 30% by redesigning mobile onboarding and study-participation flows for clinical-trial patients.

Rangle.io SVP, Product & Design Nov 2023 – Jan 2025

Toronto consultancy specializing in customer experience, scaled app development, design systems, and GenAI.

- Managed a 15-person product and design practice (10 designers, 5 PMs) as a player-coach, staying hands-on on flagship accounts, hiring, and coaching designers and PMs on craft.
- Won executive buy-in and expanded Rangle's Nike footprint by prototyping Nike Kit, a hyper-personalized GenAI shopping assistant, in under 30 days.

Principal, Digital Strategy Nov 2021 – Nov 2023

- Launched Movebuddy, reaching >12% conversion, a 4.9-star Google rating, and 5,000+ moves booked post-launch. Led product, discovery, and design for this mobile-first marketplace for StorageVault.
- Won $2M+ in contracts with Nike, Honda, Abercrombie & Fitch, and StorageVault through design-led pitches.

My Pain Sensei Head of Product & Design Feb 2019 – Jun 2020

Healthtech digital therapeutic offering a virtual pain management platform for chronic pain patients.

- Drove a 40–60% drop in patient-reported pain impact through mobile-first content delivery, virtual group chat, and pain-tracking features; many users returned to work or school.
- Co-led a product pivot that preceded a $30M acquisition by The DNA Company within 18 months, shifting from physician-focused health tracking to a clinically grounded, patient-focused chronic-pain program.

Onist Technologies VP of Product Feb 2018 – Aug 2018

Fintech SaaS for collaborative wealth and financial planning at advisory firms.

- Landed the company's first paying clients by leading a pivot from D2C to B2B SaaS, building a continuous-discovery practice that brought engineers into usability testing.
- Preserved runway by right-sizing the team from 14 to 7 during a cash-constrained period without losing delivery momentum.

Rangle.io Head of Product Design Jan 2017 – Jan 2018

UX/UI Design Lead Mar 2014 – Dec 2016

- Built the design function from zero, starting as design lead and promoted to head, hiring 15+ with a consistent 50/50 gender split using a self-designed anti-bias hiring framework as the company scaled from 13 to 150+.
- Adopted Figma during its invite-only preview; by its 2016 launch it was Rangle's design tool of choice.
- Designed the Clarity Canvas, a client onboarding methodology still core to Rangle's delivery model.

WRITING & TALKS

AI and the Activation of Latent Markets Hillock Studio, 2026

Avoiding the Design System Death Spiral Conference workshop & webinar, co-presented

Lean Discovery: Shifting from Outputs to Outcomes Rangle.io

Rapid Interactive Prototyping: How Designers Can Embrace the Need for Speed FITC Web Unleashed, 2014

EDUCATION

Niagara College Post-Graduate Diploma, Interactive Multimedia, 2004

Brock University Honours BA, Fine Arts, 2002