Hope Carmichael

Hands-on product design leader making complex products intuitive

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Summary

Hands-on product design leader who makes complex systems intuitive and brings clarity to ambiguous problems. Hope has led design teams across financial and consumer products, from data-rich trading and comparison tools to a zero-to-one commerce launch, partnering closely with product, engineering and senior leaders. A dedicated mentor, she leads with story, context and care, helping both people and products grow.

Experience

Senior Director, Product Design, People Inc. — Mar 2026 – Present

Formerly Dotdash Meredith, America's largest digital and print publisher. **Commerce and Picksy.**

- Led design for Picksy, People Inc.'s first consumer commerce product, **from first sketch to public launch in about a year**, reaching **20,301 registered users and 26% 30-day retention** by Oct 2026
- Managed **4 designers** and presented monthly to Picksy's senior management team and CEO, co-owning product decisions with product leads
- Ran **six rounds of research in sixteen months**; findings from the first alpha drove the **pivot to wishlists**, shipped Nov 2026
- Designed the wishlist feature hands-on as a **working prototype in code** (62 versions) that engineers built against daily, from audit to launch in 31 days
- Piloted the company's first **AI-native SDLC**, defining processes and review standards with design, product and engineering; **scaled from 1 to 4 teams**

Director, Product Design, People Inc. — Mar 2023 – Mar 2026

Investopedia, Travel + Leisure, Performance Marketing, Parents, Consumer AI. Led Picksy design from June 2025.

- **Hired, mentored and coached 4 designers** (2 onsite, 2 offshore) across 3 verticals and defined a design operations framework
- Directed Travel + Leisure's flagship tentpole redesign under a 3-month deadline, reaching **30%+ of the year-end impressions goal in 48 hours**
- Redesigned financial product comparison pages with **decision-support paths** for ready-to-decide and need-to-learn users, driving **+110% sessions and +75% revenue**
- Shipped the company's **first consumer-facing LLM experiences** and a rapid experimentation framework
- Redesigned product card patterns across every transactional page in 100 days, establishing **framework-level components** for the company's primary revenue driver

Senior UX Designer & Researcher, People Inc. — Oct 2020 – Mar 2023

Investopedia Stock Simulator.

- Led the end-to-end redesign of the Simulator's **information architecture and complex trading workflows** across desktop and mobile, driving **+133% activation** and **$2.5M projected annual revenue**
- Directed research strategy across finance, health and transactional verticals
- Facilitated cross-functional workshops and affinity mapping to turn research insights into product features

Senior UX Designer, BNY Mellon — Dec 2019 – Jun 2020

- Built and managed the **design system** for BNY Mellon's Wealth Management Group, with accessible components spanning internal tools and client-facing financial products

Freelance UX Designer, Multiple clients — Jun – Aug 2019

- Led research and design for a SaaS marketplace and a Fortune 500 mobile app (Constellation Brands)

Results

20,301 users
Picksy, about a year from first sketch

+133% activation
Investopedia Simulator

+75% revenue
Performance Marketing

1 to 4 teams
on the AI-native SDLC

Skills

AI and emerging practice
AI-native SDLC, prototyping in code, Claude Code and Claude Design, Claude and ChatGPT Enterprise

Strategic leadership
Team strategy and coaching, cross-functional orchestration, executive alignment, design operations

Research and validation
Qualitative and quantitative research, usability testing, diary studies, workshops, metrics-informed iteration

Craft and delivery
Interaction design, information architecture, complex workflows, design systems, Figma, HTML/CSS

Education

Flatiron School
UX Design Immersive, 2019

UW–Madison
B.A., Communication Arts, English, Gender & Women's Studies, with honors, 2012

Before design

Fork Films
Digital Media & Comms Manager, 2014–2019
Pitch decks that won funding from Netflix, YouTube Red and Pepsi for Emmy-winning films