MICHAEL EMERY, B.DES | SENIOR PRODUCT MANAGER | PRODUCT STRATEGY & UX

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Product leader who believes the best products make complicated work feel simple.
I combine product strategy and UX to transform complex customer problems into intuitive digital experiences, bringing together customer insights, business goals, and technical expertise.

PROFESSIONAL EXPERIENCE

EMERYMEDIA | Feb 2002 – Present
Independent Product & UX Consultant

- **Provided product strategy, UX leadership, and AI-assisted design consulting** for startups and established companies across SaaS, e-commerce, and digital products
- **Led product discovery and redesign initiatives** for clients including **Key Collector Comics, CGC, and Dungeon Comics & Cards**, translating business goals into customer-focused product experiences
- **Designed and delivered responsive web and mobile experiences**, leveraging **AI-assisted workflows** to accelerate ideation, prototyping, content generation, and design iteration
- **Partnered directly with founders and executive stakeholders** to define product direction, prioritize features, and deliver high-impact digital solutions

HIEC | Feb 2025 – May 2026
Senior Product Manager (Executive Team)

- **Led UX strategy and branding** for Ontario Career Lab, building the public-facing program website and managing development of internal tools supporting **300,000+ Grade 9 and 10 students** across Ontario
- **Defined product vision, roadmap, and UX strategy** for ApprenticeSearch.com, including mobile expansion and growth of a **national skilled trades platform**
- **Modernized HIEC's digital platform**, consolidating multiple legacy systems into a unified solution that simplified administration and improved the user experience
- **Leveraged AI-assisted workflows** to accelerate product discovery, UX exploration, information architecture, and content strategy across multiple digital initiatives

KINDERTALES | Jan 2014 – Jan 2024
Head of Product Design / Senior Product Manager

- **Founding team member** who helped build and scale an **enterprise B2B SaaS platform** serving childcare providers across North America and Australia
- **Partnered with product and engineering teams** to shape roadmap priorities and deliver UX across a suite of web and mobile applications serving **160,000+ daily active users**
- **Owned the UX for a billing platform that has processed more than $1B USD in payment volume**, partnering with product and engineering to simplify complex financial workflows for providers and families
- **Partnered with enterprise organizations** including **YMCA, Grandir, and Babilou**, supporting large multi-site childcare providers operating across **three countries**
- **Partnered with engineering** to define product requirements, workflows, APIs, and third-party integrations while driving **cross-functional delivery** from discovery through launch
- **Championed user-centered product development**, balancing customer feedback, business priorities, and technical constraints to deliver intuitive experiences for administrators, educators, and families

PURE3 INTERACTIVE | Sep 2010 – Dec 2013
Design Director / Product Manager

- **Directed product planning and UX** for web, mobile, and SaaS applications across multiple industries, partnering with clients from concept through launch
- **Directed cross-functional teams** of designers and developers, translating business requirements into intuitive, customer-focused digital products
- **Launched the childcare platform that evolved into Kindertales**, establishing the product foundation for what became a leading enterprise SaaS solution
- **Delivered product and UX solutions** for POS systems, e-commerce platforms, and custom business applications, balancing customer needs with technical feasibility

CORE EXPERTISE

- Product Strategy
- Product Discovery
- UX Design & Research
- Enterprise SaaS
- Mobile & Web Applications
- Payments & Billing Systems
- E-commerce
- Cross-functional Leadership
- AI-assisted Product Workflows

TOOLS

- Figma
- Jira
- Confluence
- Claude
- ChatGPT
- HubSpot
- Google Analytics
- Metabase
- Adobe Creative Suite

EDUCATION & PROFESSIONAL DEVELOPMENT

Foundations of Project Management, University of Toronto

Interactive Multimedia (Postgraduate), Sheridan College

Bachelor of Design, Sheridan College

Art Fundamentals, Sheridan College