

Miguel Ángel Pérez-Holdsworth

Product designer, design researcher, front-end. Building software since 2008. I set up the A/B test, the usability study, or the evaluation harness first, then ship the design and hand the team the system that runs it.

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LEVEL	BASED	WORK AUTHORIZATION	CERTIFICATION	TITLES, TRANSLATED
Staff or principal individual contributor. Has led as a senior manager and founded a design center of excellence.	Denver, Colorado. Remote preferred; Philadelphia from 2027.	US citizen. No sponsorship needed.	NN/g UX Certification, UX Management specialty, 2019. UXC #1029705.	“Digital Service Expert” is a senior service designer; the employer’s own alternate title was Solutions Architect/Engineer.

KEY OUTCOMES			
8 of 8 top-task completion, up from fewer than 1 in 3 Love With Food account redesign · 2016 · unmoderated study, coded	4,300+ GitHub stars, 2,600+ live sites a decade on smoothState.js · 2014 · verified via API and BuiltWith, 2026	-26% design spend, capacity doubled (modeled) Inovalon · 2018 · founded the Design CoE	48 → 72% expert agreement, with a NO-GO on the record Sonder · 2020 to now · 13 fidelity cycles

EXPERIENCE	
2024 – now	Colorado Digital Service, Governor's Office of Information Technology Digital Service Expert (Service Designer) State payroll modernization and sign-in for myColorado; assumption mapping credited in the State's case study. Technology procurement consultation for agencies and vendors.
2011 – now	WRKPACK Co., independent practice Principal Designer Staffed research and design consultancy under signed agreements since 2015. Arrow Electronics via ClientSolv (2019–2020): 39 interviews, 1,600+ observations, eight profitability levers in 90 days; the process and repository stayed with the team. Turo via Huge, Autodesk via Tomorrow Partners, Whistle Labs, Tenasol.
2022 – 2023	Opportunity@Work Senior Manager of Design Research, Innovation Engine Community-centered engagement and action research for a Gates-funded innovation team.
2018 – 2019	Inovalon Holdings Senior Manager, Design Strategy · Founder, Design Center of Excellence Founded the Design Center of Excellence; a \$687k vendor contract replaced, total design spend -26%, capacity doubled (modeled); design became a corporate goal with approved headcount.
2017	Avalere Health, an Inovalon company User Experience Designer/Developer First UX hire. Started with one usability study of the intranet, which earned direct access to users and the next permission.
2017	City of Philadelphia, Office of Open Data and Digital Transformation Design Fellow 19+ interviews and an intercept survey on the open-data portal, ending in a press conference.
2016	CID Entertainment Product Designer A 90-day market-entry strategy and Curadora, an MVP that converted prospects to paying customers.
2014 – 2015	Love With Food UX Designer & Front-End Developer Responsive redesign with a 60% sign-up lift by A/B test; account top-task completion from under 30% to 8 of 8. Method published in UX Collective, 2019.
2011 – 2014	WebLinc Commerce Lead Front-End Developer Lead front-end for Free People, BHLDN, Terrain and others; design-system program, i18n playbook, onboarding.
2010 – 2011	Sides Media Web Developer CMS builds and custom front-ends for agency clients.
2008 – 2010	Freelance Pixel artist and self-taught front-end developer Efencea, a PvP tower-defense game co-created at 16, first playable in eight days and still live.

SELF-INITIATED	
2025 – now	GameLab 48 pre-registered experiments, 34 falsifications, tournament evaluation, citations enforced in CL.
2020 – now	Sonder LLM-assisted synthesis benchmarked against expert coding; 48% → 72% agreement over 13 fidelity cycles, with a NO-GO on a statistically significant win.
2020	FAIR UXR A free eight-lesson course on FAIR research repositories.
2014	smoothState.js Open-source page transitions; 4,300+ stars and 2,600+ live sites a decade on. Featured on CSS-Tricks.

CHECK FOR YOURSELF	
UX Collective, 2019: the Love With Food method CSS-Tricks, 2014: smoothState.js oit.colorado.gov, 2024: the State's payroll case study LinkedIn: 15 recommendations NN/g certification registry	

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