Michael Lollar

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Summary

- Director of Product Design with 20+ years experience leading teams of hybrid UI/UX Product Designers to create connected customer experiences and platform cohesion across responsive web, tablet, voice and mobile for companies such as Autodesk, TIBCO, and Charles Schwab. 15+ years leading design systems.
- Drove creative direction to redesign and unify 100+ consumer and enterprise software products
- Collaborative, strategic design leader. Promoter of design and a UX team culture
- Design leader for five design systems; four from concept through deployment, one picked up post deployment and matured the system, plus one future vision for an existing design system.

Experience

Director of UI/UX – Design Systems
Salesforce, March 2026 - present (Informatica was acquired)

- Lead the Informatica product design system, establishing an AI-ready foundation for consistent, reliable product experiences.
- Enable AI-supported prototyping to help teams explore and validate product experiences.

Director of Product Visual Design
Informatica, June 2023 - February 2026

- Built the team and led the UX design system strategy.
- Drove multiple UX modernization initiatives to elevate the product family through the design system.
- Drove the integration of AI-powered tools into design-system workflows to accelerate design work, improve outcomes, and scale innovation and customer insight.

Director of Product Design
Charles Schwab, Mar 2018 - May 2023

- Collaborated with cross-functional leaders in Product, Brand and Technology on design strategy, building consensus and identifying shared objectives that serve the product vision and company goals
- Promoted a design thinking approach, conducted design workshops and utilized a test and learn approach
- Led the Everest Design System from inception to completion of the first roadmap. Launched an omnichannel design system which spanned responsive web, iOS, Android, and our virtual assistant. All Figma components and patterns are responsive and accessible
- Led the Modern Wealth Management initiative, a future vision for our design system
- Led the experience design teams for the Schwab mobile app (#1 JD Powers 2019, 2023 Overall Satisfaction), the Intelligent Assistant/Conversational Platform, many aspects of the Retail web experience, design system and the Charitable site
- Launched Schwab Stock Slices MVP 2020 (buy fractional shares). Launched a redesign of the Schwab global navigation for Schwab.com, 2023. Launched the Schwab virtual assistant for mobile, 2020 and for web 2022 (Anticipated volume: +3M annual interactions). Launched the Schwab Charitable web redesign, 2022 to 100% of Retail Digital clients on Schwab.com. Launched Schwab Mobile (iOS/Android) visual redesign, 2021. Launched All in one Trade Ticket (AIOTT), 2021. Launched Editorial Brand style design system, 2022. Plus more

Head of Product Design - XD
Delphix, May 2016 - Mar 2018

- Designed and launched the Orbital Design System to unify the Delphix Data-as-a-Service platform.
- Aligned UX goals with Product and Technology partners at late-stage start-up
- This was both a hands-on and leadership role at a late-stage start up doing product creative direction, interaction design, and visual design

UX Creative Director
Autodesk, Oct 2012 - Apr 2016

- UX Creative Director for web and mobile for Autodesk Cloud Platforms UX Department
- Led a full visual redesign of the Autodesk flagship product Autodesk A360
- Creative direction for the Jupiter Design System and Cloud products for responsive web and mobile
- Recruited and managed a hybrid team of UX Visual/Interaction Designers

UX Visual Design Manager
TIBCO Software, Nov 2005 - Sep 2012

- Recruited and managed visual design team, providing creative direction, career development guidance, and serving as Principal Visual Designer
- Creative design leader for 70+ enterprise and consumer software products for web and mobile
- Designed and launched the design system for the ActiveMatrix enterprise software product line
- Led creative direction for mobile apps Golden State Warriors (Webby 2013 Honoree) and the Oakland Raiders. We created additional prototype mobile apps for MGM Hotels, Siemens, Schneider Electric, United Airlines, Discover, and others

Interactive Art Director
SF Agencies, 2000-2006

- Interactive Art Director for interactive design firms, advertising companies, technology companies, start-ups, and educational websites
- Client accounts include Disney (Mobile), Deloitte Consulting, Wells Fargo, Punchcut, Gray Advertising, Sun Microsystems, Discover, Marvell, Xena Warrior Princess, Maus Haus, Novo Media Group, Ancestry.com, Avaya, Diageo, and more Microsystems, Discover, Marvell, Xena Warrior Princess, Maus Haus, Novo Media Group, Ancestry.com, Avaya, Diageo, and more

Education

MA in Design (Visual)
University of California at Berkeley, College of Environmental Design – Received two Fellowship grants

BA, English
University of California at Berkeley