

Mikhail Belstar

Principal Product Designer

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As a Principal Product Designer with over 15 years of experience, I specialize in cross-platform (OTT, native mobile, tablets) and inclusive design with ADA standards in mind. I excel in project ownership, and art direction. Mentor to 100+ designers around the globe.

Principal Product Designer, MasterClass

June 2020 - Present

As Principal Product Designer, I had consistently collaborated with product managers, engineers, designers, researchers, editors, and data scientists to develop and improve MasterClass product experiences, effectively informing and engaging users. My proficiency was in designing captivating experiences that expanded MasterClass's reach and nurtured strong engagement among our most committed users.

- Successfully managed and executed all stages of the design process, from conceptualization to implementation across 10+ projects at MasterClass. This encompassed wireframing, prototyping, and visual design, user interviews.
- Led multiple large-scale highly strategic projects: Sessions by MasterClass, Original Series, TV Apps Redesign, Immersive Hero Experience.
- As Principal Product Designer provided a well-defined vision for the future of design and effectively implemented innovative design strategies which included: Design Thinking, Adaptive Design, Inclusive Design, Emotional Design, Gamification, Data-driven Design, Rapid Prototyping and Iteration
- Proactively identified and delivered thoughtful solutions to intricate design challenges during design review sessions and 1:1s with product designers
- As a mentor for fellow designers I initiated weekly "BrainJuice" sessions. These sessions provided product designers with the opportunity to learn technical skills, coach one another, and exchange knowledge during 30-minute Zoom calls.
- During my time at MasterClass I hired and onboarded 6+ product designers.

Lead Product Designer, Fevo

June 2018 - June 2020

As a mentor I elevated the team and helped to learn, grow, and develop new skill sets by providing impactful feedback, weekly 1:1s, internal classes, and design workshops. Led company-wide presentations and collaborated independently with Business Success, Product, Marketing, and Engineering leads.

Platforms

Desktop and Mobile Web, Native
Mobile platforms: iOS, Android,
OTT: tvOS, Roku, LG, Samsung TV,
Fire TV, Apple Watch, MacOS

Tools

Figma, Sketch, Adobe Creative
Suite, InVision, ProtoPie, Trello,
Flinto, Zeplin, Framer, Asana,
GitHub, Jira, MIRO, MindMeister,
Protopie, Storybook, Principle,
CSS/HTML, React

Leadership

Ownership, Art Direction, Decision
Making, Mentoring, Patience,
Empathy, Active listening,
Reliability, Dependability, Creativity,
Positivity, Effective feedback, Team
building, Risk-taking

Visual Design

Composition, Interaction Design,
Motion Design, Graphic Design,
Design Standards, Design Systems,
Atomic Design, Whiteboarding,
Information Architecture,
Prototyping, Story Telling, Material
Design, Apple HIG, Color,
Typography

Research UX

Heuristic Evaluation, Product
Design Thinking, Competitive
Analysis, User Interviews

- Worked directly with developers and designers to maintain and create new components for our library
- Partnered with Product, Business Success, Front-end, Engineering, Agile coach, Marketing teams in Scrum Sessions (grooming sessions, planning meetings, daily standups, sprint reviews, and retrospectives)
- Collaborated with product and engineering teams from concept through delivery and beyond
- Participated in user research and testing, ensuring usability and product consistency
- Guided the evolution of Fevo's visual language and user experience
- Designed and defined interaction patterns through components, documentation, and prototypes
- Specified and maintained core principles in visual style, typography, spacing, motion, and interaction models

Product Designer, Warner Bros.

August 2015 – June 2018

Created work that scales and flexes across a variety of global audiences, abilities, devices, and platforms. Liaise with Developers and Product Managers to define design taxonomy, generate wireframes and prototypes, and execute tests. Conduct user interviews to enhance usability.

DramaFever Web, Roku/AppleTV/iOS, Android App:

- Conceived product strategy that expanded user base by 50% and doubled overall mobile revenue.
- Redesigned apps got into Top 10 with tens of millions of users worldwide among Netflix, HBO, Hulu, and others.
- Within six months, boosted App Store and Google Play subscriptions by over 100% by strategically activating and retaining users.
- Increased revenue by 250% in one year by rebuilding iOS App.
- Received 4.5 star ratings as iOS and AppleTV app.

Moodica Apple TV App: Led creation of website featuring relaxing videos with over 200K unique users per month.

Boomerang iOS, Apple TV, Android App: Oversaw Apple TV/iOS design of cartoonstreaming service that brought in over 100K unique users.

DC Comics Web, iOS App: Selected as a Goal Master to ensure various departments met objectives for DC Comics-related projects based on leadership potential and professional success.