


# MICHAELA ULIBARRI



## CONTACT

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 LinkedIn

## EDUCATION AND TRAINING

AI Strategy & Leadership - MIT xPro  
Emeritus 04/2026

Scrum Master - Scrum Study 01/2016

New Mexico State University

1996 - 2002

Master of Science - Political Science

Bachelor of Arts - Technical  
Communication

Bachelor of Arts- Journalism & Mass  
Communication

## SUMMARY

Visionary professional with extensive experience in customer advocacy leadership. Proven track record of enhancing operational efficiency and performance through targeted design thinking practices, user advocacy and training. Successfully implemented design systems that streamline processes and improve customer experience. AI enthusiast who uses vibe coding and rapid prototyping to enhance customer needs, design, development and deployment (all-in-one).

## Skills

- Client & Customer caring
- Super-fast App design, development & deployment
- AI vibe coding & rapid prototyping aficionado
- User-centric design strategist
- User research strategist
- Design system strategist
- Team leadership, budget, & organizational management
- Customer engagement & development with improvements from feedback
- Cross-functional leadership, full-product cycle program management
- Empathetic Business Analyst, Manager & Mentor

## Experience

Ploosh Consulting | Centennial, CO | 05/2022 – Present

Founder, Head of Design & Development

Key Accomplishments:

- Founded and scaled a digital solution business focused on helping clients unclutter fragmented tools with unified, cost-effective platforms.
- Enabled clients to operate more efficiently by consolidating, CRMs, CLMs and communications tools into streamline systems.
- Reduced administration workload by automating core operations (ex., booking, onboarding, invoicing,) freeing up time for clients to do what they love and revenue-generating activities.
- Delivered affordable, scalable, technology solutions that eliminated the expensive enterprise software and large development teams.
- Business Analyst for small business owners, removing the middle-man and designing solutions end-to-end.

## CERTIFICATIONS & AWARDS

- SCRUM Master
- WCAG/A11y Expert
- Promoted 3x in 9 years at Conga
- Promoted 4x in 13 years at IBM
- Top 1% performer 15+ years and counting

## OTHER WORK EXPERIENCE AND HISTORY

- Program Analyst,  
Va/DOD Liaison Office  
(2003)
- Software Engineer,  
Los Alamos National  
Laboratory (2002)
- Technical Reporter,  
Associated Press (2001)

- Improved customer experience and retention by designing intuitive, user-friendly digital workflows for both business owners, and their clients.
- Partnered directly with entrepreneurs to translate real-world business challenges into practical, high-impact product solutions that support growth.

Conga | Broomfield, CO | 05/2017 – 10/2025

Sr. Director of Global UX & Design | 05/2022 – 10/2025

Key Accomplishments:

- Owned strategy and direction of cross-functional teams to accelerate product development and drive innovation initiatives like AI rapid prototyping and vibe coding in design.
- Devised targeted strategies to boost customer engagement and satisfaction.
- Directed budget management to support organizational goals and fulfill project needs.
- Designed training solutions to enhance team capabilities and streamline operational efficiency.
- Designed the first user experience organization that included designers, researchers, engineers, customers and partners.

Senior UX and Content Manager | 01/2019 – 05/2022

Key Accomplishments:

- Collaborated with product teams to create intuitive interfaces that enhanced usability test and delightful customer onboarding experience.
- Developed wireframes and prototypes for user testing sessions and led research best practices for testing and gathering improvements for the whole product lifecycle.
- Facilitated workshops to gather actionable feedback from stakeholders and customers to improve design iterations.
- Analyzed usability data to inform design decisions and improvements.
- Implemented design systems, establishing consistency across products and portfolio-wide consistency.

Senior Content and User Experience Designer | 05/2017 – 05/2019

Key Accomplishments:

- Developed user-focused interfaces and help content for complex software solutions at top-tier document automation company.
- Conducted user research to identify pain points and iteratively improve user experience and product deployment.
- Collaborated with cross-functional teams to ensure alignment on design vision and delivery.
- Facilitated usability testing sessions to gather feedback and refine designs.
- Developed design guidelines and best practices for consistent user experience.

IBM | San Jose, California | 08/2023 – 05/2017

Principal Information Developer

Key Accomplishments:

- Collaborated with cross-functional teams to create and organize product information, ensuring clarity and accessibility.
- Designed and maintained online help systems that improved user support experience.
- Incorporated user feedback to refine documentation, enhancing usability and user satisfaction.
- Authored comprehensive user documentation for various software applications and tools.