

MIKE FRANKE

UX Manager & AI Strategy Leader

Raleigh, NC | mgfranke@gmail.com | linkedin.com/in/mikefranke | mikefranke.com

SUMMARY

UX leader and AI strategist with 15+ years in design leadership, product strategy, and organizational transformation across enterprise software and healthcare. Currently managing 8 UX designers (associate through principal/architect) at Red Hat while leading AI enablement for a 150+ person design organization. Built the phased adoption playbook that took the org from zero to 100% daily AI usage in under a year, navigated enterprise security and legal to create a reusable governance path, and earned the AI Excellence Award across all of Product Engineering.

KEY RESULTS

- Took a 150+ person design org from zero AI adoption to 100% daily usage in under 12 months, without mandates, inside an enterprise with real security, legal, and compliance constraints. Adoption verified through Workday goal tracking, manager 1:1s, and quarterly reviews.
- Drove company-wide Figma AI rollout at Red Hat (Q1 2026): ran the end-to-end pilot, built the VP-level business case from real usage data, and secured cross-org executive sign-off
- Created Red Hat's first reusable AI tooling governance path by partnering with DPO, Legal, Compliance, and Security, building the playbook other teams now follow
- Awarded Red Hat AI Excellence Award 2025 across all of Product Engineering (not just UX)
- Grew Novo Nordisk account revenue 30% in four months by increasing UX delivery velocity and expanding scope of work (MicroMass)

SKILLS & COMPETENCIES

Leadership: UX Strategy, Design Management, People Development & Coaching, Organizational Change Management, Cross-Functional Stakeholder Alignment, Executive Communication, Team Building & Hiring

AI & Innovation: AI Strategy & Adoption, AI Governance & Compliance, Agentic AI Workflows, AI Tooling Evaluation, Enterprise AI Pilot Management, Model Context Protocol (MCP), Prompt Engineering

Product & Research: Enterprise Product Design, Design Systems (PatternFly), Agile Product Development, User Research, Continuous Discovery, Data-Informed Decision Making, Information Architecture, Usability Testing

Tools: Figma, Figma AI, Miro, Pendo, PatternFly, Claude, Cursor, NotebookLM, LM Studio, Gemini, Jira, Confluence, GitLab, Git, HTML/CSS/JS

EXPERIENCE

UX Manager

Red Hat | Raleigh, NC | April 2024 - Present

Managing 8 UX designers (associate through principal/architect level) across Red Hat Enterprise Linux (RHEL) and Edge platforms. Simultaneously leading AI enablement strategy for the full 150+ person UX Design organization.

- Designed and executed the 4-phase AI adoption strategy (Educate, Experiment, Operationalize, Scale) that directly shaped the VP's Q2 and Q3 quarterly goals, including monthly org-wide presentations, getting-started guides for local LLMs, and a dedicated experimentation quarter
- Ran the Figma AI pilot from executive alignment through company-wide rollout: negotiated a sandbox with Figma, curated the pilot group, and synthesized real usage findings into the VP recommendation that got Figma AI turned on for all of Red Hat (Q1 2026)
- First person at Red Hat to use the streamlined AI pilot process: built the documentation, navigated DPO review criteria, addressed Legal and Compliance concerns around data handling and IP, and satisfied Security review, creating the governance playbook every team after now follows
- Formed and led a cross-functional AI working group with three tiger teams (Tooling, Prototyping, Research); directly led Tooling, which evaluated and secured enterprise approval for AI tools including Claude, Cursor, and Figma AI
- Partnered with UX Research to design and run an org-wide AI adoption survey (n=62) that quantified comfort levels, barriers, and use cases, providing the data foundation for VP-level investment decisions
- Led continuous discovery research for Edge platforms, conducting interviews across 20+ external organizations (Cisco, IKEA, Lockheed Martin, ExxonMobil) plus internal SMEs, customers, and partners to define personas and user journeys across

business verticals

Associate Manager, UX

Red Hat | Raleigh, NC | July 2022 - April 2024

First management role at Red Hat. Built and led a team of 4-5 UX designers across 3-4 product areas in enterprise Linux and Edge computing.

- Hired, onboarded, and developed UX designers through their first enterprise product cycles, building a team culture that prioritized outcomes, psychological safety, and cross-discipline collaboration
- Aligned UX priorities with Product Management and Engineering across RHEL and Edge, establishing shared rituals (design reviews, sprint planning participation) that reduced implementation rework and improved delivery predictability
- Promoted to UX Manager within 2 years based on team performance, stakeholder feedback, and demonstrated ability to operate at the org level

Senior Interaction Designer

Red Hat | Raleigh, NC | July 2021 - July 2022

- Owned end-to-end UX for product onboarding, usage, and support flows across RHEL and Edge, simplifying complex enterprise workflows for IT administrators and operators
- Led a cross-functional team of designers and researchers in defining information architecture and interaction patterns, contributing to Red Hat's PatternFly design system
- Built engineering partnerships that accelerated design-to-development handoffs and informed the team's shift toward shared design-engineering rituals

Associate Director of Experience, Assoc. Creative Director, Sr. Art Director

MicroMass Communications | Cary, NC | March 2016 - July 2021 (5 yrs)

Three promotions in five years. Led UX teams for enterprise pharmaceutical clients, managing end-to-end design delivery across multiple concurrent product teams.

- Grew Novo Nordisk account revenue by 30% in four months by introducing UX prototyping workflows that increased delivery velocity, improving developer collaboration, and building client stakeholder trust that generated new business referrals
- Led concurrent project teams across research, ideation, website creation, interactive dashboards, and patient support programs for Novo Nordisk, GSK, AstraZeneca, Merck, and Johnson & Johnson
- Reduced project costs and increased profit margins by integrating agile development pipelines with UX practices

EARLIER EXPERIENCE

Creative & Digital Lead | Krash Creative | 2015-2016

- Built and led Creative Digital Team across UX, web design, and digital marketing; grew agency revenue 20-30% by winning larger accounts (Planet Fitness, Domtar)

Senior Video Editor | Janus Research Group | 2012-2015

- Produced high-fidelity training simulations and cinematics for U.S. Army, Intelligence agencies, and defense partners

Director of Multimedia, Audio Director, Sound Designer | MFV, Inc. & Icarus Studios | 2003-2012 (9 yrs)

- Three roles across 9 years. Led multimedia and audio teams, shipped multiple published game titles (Dexter: The Game, Fallen Earth, HeroClix Online), and managed cross-functional teams and external vendor relationships

AWARDS & RECOGNITION

- Red Hat AI Excellence Award 2025, Product Engineering
- MM&M Top 40 Under 40, Healthcare Marketing & Media

EDUCATION & CERTIFICATIONS

North Carolina State University | Multidisciplinary Studies, Audio Engineering

Certifications:

- Designing Agentic AI Products (No Code Required)
- Enterprise Design Thinking: Team Essentials for AI
- Google UX Design Certificate
- Design Thinking: Data Intelligence