

Misha Belstar

PRINCIPAL PRODUCT DESIGNER | DASHBOARD STRATEGY, SYSTEMS & PROTOTYPING

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SUMMARY

Senior product design IC with 16+ years turning ambiguous, cross-functional problems into clear product direction and durable experience systems. At Intuit, shaped mobile strategy, led AI-assisted tax portfolios tied to eight-figure revenue impact, and used high-fidelity prototypes to influence leadership decisions. Previously built a seven-platform discovery framework at MasterClass and B2B analytics and design systems at FEVO.

SELECTED EXPERIENCE

Principal Product Designer, TurboTax Mobile | Intuit | San Diego, CA | Aug 2023 - Aug 2026

- **Product vision and roadmap:** Created an executive mobile strategy that became a shared planning reference across TurboTax, Credit Karma, and data-science partners. Led two future-state workstreams and used working AI prototypes to make product opportunities tangible for leadership.
- **Portfolio direction:** Led design across four concurrent AI-assisted tax experiments tied to eight-figure revenue impact, aligning the portfolio around common hypotheses and guardrails and partnering with product and data science on sampling decisions and customer-facing workflows.
- **Organization-wide alignment:** Drove end-to-end mobile strategy for a major acquisition offer across pre- and post-auth onboarding, creating one Figma source of truth for 50+ partners across product, engineering, research, content, marketing, and legal.
- **Scalable systems:** Co-led a native modernization vision and aligned design, product, and engineering on a SwiftUI- and Compose-first direction; designed workflows spanning onboarding, document capture, re-engagement, and expert support.
- **Team leverage:** Built a self-service mobile design knowledge assistant, led 20+ product-craft sessions, and mentored designers through ambiguous, AI-assisted work.

Staff Product Designer | MasterClass | San Francisco, CA / Remote | Jun 2020 - Aug 2023

- **Product strategy:** Reframed a three-year-old TV product around discovery and led strategy, interaction design, prototyping, member testing, and cross-functional alignment for a seven-platform rollout.
- **Durable framework:** Created one shared discovery system while preserving platform-specific focus, motion, remote, and audio behavior across tvOS, Roku, smart TVs, Android TV, Fire TV, and Xfinity.
- **Outcomes and mentorship:** After launch, 30-day retention rose from 40% to 58%, average session duration increased 25%, and the TV app rating moved from 3.5 to 4.9. Mentored 6+ designers through reviews, onboarding, and weekly learning sessions while retaining hands-on ownership.

Lead Product Designer | FEVO | New York, NY | Jun 2018 - Jun 2020

- **B2B platform strategy:** Led end-to-end design of FEVO's analytics platform across dashboards, reporting, filters, exports, notifications, and internal workflows; defined information architecture and tested data-heavy workflows through research and usability studies.
- **Design system:** Created the Pancake design system and a federated model spanning 4 designers, 12 engineers, and 2 product managers, with reusable visual and interaction patterns documented in Storybook.

Product Designer | Warner Bros. / DramaFever | New York, NY | Aug 2015 - Jul 2018

- **Product craft and growth:** Designed discovery, subscription, and playback across web, mobile, and TV; rebuilt the iOS app, increasing revenue 250% in one year, and redesigned activation and retention flows, increasing store subscriptions 100%+ within six months.

EXPERTISE

Strategy and leadership: Product vision, opportunity framing, roadmap influence, leadership storytelling, cross-functional alignment, experimentation, metrics, mentoring

Craft and systems: High-fidelity UI, interaction design, dashboards, data visualization, design systems, accessibility, cross-platform systems, motion

Prototyping and tools: Figma, coded and AI-assisted prototyping, React, SwiftUI, HTML/CSS, Storybook, ProtoPie, Framer, GitHub, Miro