

Michael Coury

Product & UX/UI Designer

AI-native product design · UX/UI · brand · web

Louisville, KY

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SUMMARY

Product & UX/UI designer with **11+ years** across product, brand, and web — now building **AI-native products** and AI-accelerated design workflows. Partnered with product leadership to turn a stalled platform into a daily-use tool, and personally designed and built **1,714 client websites**. Pairs end-to-end design craft with AI to research, prototype, and ship faster.

EXPERIENCE

TRUCE Software — Product UX/UI Designer

Feb 2022 – Present

Remote

- Partner directly with the VP of Product to drive development across Product, Platform, Web, iOS, and Android teams, keeping cross-functional work aligned end to end.
- Transformed the platform from **zero engagement into a daily-use safety utility** employees rely on, lifting adoption and retention.
- Build **AI-powered agents, automations, and design-to-spec pipelines** that cut cross-team hand-off time and speed delivery.
- Own the full UX process — research, concept, prototype, test, iterate — across web and mobile.

Michael Coury Design — UX/UI Designer (Freelance)

2012 – Present

Kentucky

- Deliver end-to-end design across web, mobile, branding, and marketing for founders and small businesses.
- Senior UX/UI Designer for **Aerial Golf** (2016–2018, WordPress) and **The Shooting Guy** (2017–2018, Teachable) — improving engagement and course accessibility.
- Produce cohesive brand identities — logo, visual systems, and collateral across print and digital.

Dealer Car Search — Senior Web Designer & Developer

Nov 2015 – Feb 2022

Louisville, KY

- As part of a five-person web team, personally designed and built **1,714 dealer websites** (plus 308 custom logos and 65 SEO packages) on a shared portfolio of 5,000+ active sites.
- Shipped responsive, production-ready builds in HTML5, SASS, CSS3, Bootstrap, JavaScript, and jQuery.
- Set wireframes and brand direction that standardized a modern, mobile-first experience across clients.

EDUCATION

DeVry University — A.S., Web & Graphic Design

Magna Cum Laude · GPA 3.76 · 2015

RECOGNITION

TRUCE President's Award (2025) · Magna Cum Laude, DeVry · U.S. Marine Corps veteran (0352, Anti-Tank Missileman)

TOOLS

AI tools (Claude, ChatGPT, custom agents, automations, prompt engineering) · Adobe Creative Suite · Figma · HTML · CSS · JavaScript · React · WordPress