Michael Edelnant

SENIOR UX/UI AND PRODUCT DESIGNER

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Senior UX/UI product designer who takes digital products from discovery and wireframes to shipped releases, for teams including EA, FanDuel, and Photo Finish LIVE, the official game of the Kentucky Derby. Designs in Figma within design systems, builds accessible interfaces to WCAG 2.1, and uses AI tools to speed up research and iteration. Leads workstreams, works side by side with developers and product teams, and presents to clients and leadership, with nearly three years teaching user-centered design at Full Sail University. Quick to adopt new tools, from AI to spatial computing, and to turn what works into standards teams adopt.

EXPERIENCE

Course Director, Emerging Technology

Jan 2024 - Aug 2026

Full Sail University · Winter Park, FL

- Modernized the Applied Human-Computer Interaction course and designed two new UX courses, teaching user-centered design to 25-student sections on campus and online.
- Set curriculum and documentation standards adopted across three degree programs.
- Designed and prototyped an Apple Vision Pro guided tour with university leadership, including accessibility research.
- Co-wrote and taught a six-module, self-paced course on designing 3D and immersive experiences.

Manager, Product Experience

Feb 2023 - Jan 2024

LunaFit · Altamonte Springs, FL

- UX designer on a 13-person product team for an AI-powered fitness app, leading UX, UI, and front-end direction from early development toward beta.
- Created interactive prototypes and animated design targets that guided developers' implementation.
- Managed design across concurrent workstreams and wrote technical documentation covering app behavior, edge cases, and specifications.

VP, Experience Design

Nov 2021 - Feb 2023

Third Time Entertainment · Orlando, FL

- Researched horse racing, studied competing racing and crypto products, and talked with players in the beta community, then designed the information architecture and user flows for Photo Finish LIVE's five core areas.
- Developed the front-end MVP with a full-stack developer, carrying the platform from launch through public beta on four-week release cycles.
- Led design as one of two designers and set the UX, UI, and front-end standards used across projects.
- Worked on WCAG 2.1 accessibility for the platform and acted as liaison between design and marketing.

Senior Experience Designer

Dec 2019 - Nov 2021

Glu Mobile (acquired by Electronic Arts) · Orlando, FL

- Shared UX and high-fidelity UI for Tap Sports Fishing with one other senior designer, covering onboarding, maps, competitive play, and in-game economy screens.
- Built and maintained the product's design system as features shipped.
- Ran remote playtests with the UX research team during an early test release, revising designs based on player data, and supported localization in 22 languages.

SKILLS

Design

discovery and qualitative research (subject matter research, competitive analysis, conversations with users, pattern finding and synthesis), user-centered design, wireframes, mockups, interactive prototypes, user flows, information architecture, usability testing, accessibility (WCAG 2.1)

Delivery

design systems, MVP launches, feature releases, documentation and developer handoff, HTML, CSS, JavaScript, React

Platforms

iOS and Android apps, responsive web

Tools

Figma, Adobe XD, Adobe Creative Cloud, AI tools for faster design and build work

EDUCATION

B.S. Mobile Development
Full Sail University

A.S. Digital Media
Full Sail University

CONTINUING EDUCATION

FAA Part 107 Remote Pilot Certificate
In progress

PROFESSIONAL ACTIVITIES

Panelist, UX/UI for games, Full Sail Hall of Fame (2023)

Course author and instructor, "Spatial Computing & XR: Create Immersive Environments," Full Sail University (2025)

Experience Designer (Contract)

Feb 2019 - Dec 2019

Electronic Arts · Maitland, FL

- Led the early redesign of Madden NFL's play-calling screen, the most-used screen in the game, from concept through prototypes and playtesting with EA's UX research team. The gameplay team shipped it in Madden NFL 21 on PlayStation 5 and Xbox Series X.
- Built interactive prototypes and design targets for engineering on a redesigned tutorial experience.
- Contributed components, patterns, and documentation to Madden's shared design system in Adobe XD.

Co-Founder, Lead Product Designer

May 2016 - Feb 2019

HypGames, Inc. · Orlando, FL

- Designed HypSports, a fantasy sports app, from brand identity to front end on iOS, Android, Facebook, and web, reaching 220K+ Google Play installs and a 4.36 average rating.
- Studied competing fantasy and gaming products and talked with players, shaping a multi-sport experience where 80%+ of users played more than one sport.
- Developed the front-end MVP across mobile and web.
- Planned regular live updates and post-launch features, including a collection and upgrade system.

Product Designer

Nov 2015 - Apr 2016

FanDuel (AlphaDraft) · Maitland, FL

- Developed the front end of AlphaDraft.com, FanDuel's esports fantasy platform, as one of two product designers working directly with the founders.

Senior Web Designer

Aug 2014 - Sep 2015

SoftRock · Orlando, FL

- Designed and developed education-focused websites and internal tools for call center staff, working directly with the executive team.

Senior Interactive Designer (promoted from Interactive Designer)

Mar 2008 - Aug 2014

STATS LLC (now Stats Perform) · Northbrook, IL / Remote

- Contributed UI design to data visualization tools as adoption grew from 4 to all 30 NBA teams.
- Designed and built embeddable fan products for clients including the PGA, NBC, Fox Sports, and Northwestern Mutual.