

Michael Renninger

Principal, UX Design (Principal Product Designer)

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SUMMARY

Principal Product Designer with 8 years at Ring, an Amazon company — a staff or IC6-level role — leading design for the company's most technically complex product challenges: end-to-end encryption, autonomous drone hardware, AI assistant interfaces, and video recording infrastructure. Consistent record of reducing user friction on high-stakes security and hardware features, driving measurable business outcomes, and contributing original components and iconography that shaped Ring's official design system. Seeks staff or principal-level roles in complex technical, security, or emerging product domains.

SELECTED ACHIEVEMENTS

- \$40M in tariff savings — delivered through a video timeline redesign that unlocked a critical hardware configuration change.
- 83% reduction in enrollment steps — Advanced Encryption flow simplified from 18 screens and 13 taps to 3 screens and 3 taps.
- 4.15 CSAT + 40–45% sustained feature adoption — following the continuous recording redesign — Ring's most-used interface.
- 6-month inheritance to launch — took over a non-compliant AI assistant design mid-stream and shipped to tens of millions of Ring customers.
- 3 generations of drone UX — established the interaction patterns and design foundation now carried into Ring's current autonomous camera product.

EXPERIENCE

Principal Product Designer

Ring, an Amazon Company — Los Angeles, California | Sep 2022 – Present

- Event Timeline (2018–2024): Led all four generations of Ring's core video timeline feature, from discrete event display to continuous HD recording and a vertical interaction pivot. Delivered \$40M in tariff savings (Gen 2), 4.15 CSAT and 40–45% sustained feature adoption (Gen 3). Six years of sustained architectural evolution on Ring's most-used interface.
- Advanced Encryption (2021 – July 2026 launch): Led end-to-end encryption design from inception through launch, simplifying enrollment from 18 screens and 13 taps to 3 screens and 3 taps — an 83% reduction in steps. Delivered stronger security model than first-generation Cerulean encryption, recognized by NYT Wirecutter, Consumer Reports, and EFF.
- Ask Ring AI Assistant (December 2025 – June 2026 launch): Inherited a non-compliant multi-agent AI assistant design and brought it to full design system compliance within one week. Delivered a production-ready chat interface spanning three AI programs, one encryption dependency, and a full design system overhaul. Shipping to tens of millions of Ring customers.
- Always Home Cam, Drone Program (2021–2024): Designed UX across three generations of Ring's autonomous indoor drone camera. Helped validate UX implications of Visual-Inertial Odometry (VIO) for autonomous navigation. Work across first three generations established the interaction patterns and design foundation for the current product generation.
- Design Leadership: Managed direct reports, authored promotion documentation, and advocated for team advancement. Active mentor to a designer in a separate Amazon organization, supporting a successful promotion in 2025. Contributed original iconography and components to Ring's official design system across multiple emerging initiatives.

Senior Product Designer

Ring, an Amazon Company — Los Angeles, California | Sep 2018 – Sep 2022

- Venture & Emerging Initiatives: Led design for Ring's highest-risk, earliest-stage programs, including 24/7 Continuous Recording infrastructure, Cerulean end-to-end encryption (first-generation), the Mobility program, Third-party Camera Integration, and Picture-in-Picture.
- Cerulean Encryption: Designed Ring's first end-to-end encrypted video product, publicly recognized by NYT Wirecutter, Consumer Reports, and the Electronic Frontier Foundation. Established the design patterns and enrollment flows that informed the next generation.

UX Prototyper / UX Designer

GoPro — 2015 – 2017

- Desktop Editing Experience: Embedded with the Software & Services UX team focused on GoPro's desktop video editing product, contributing to design validation and interaction development across the core editing workflow.
- CEO-Level Proof-of-Concept Presentations: Built a custom iOS and macOS prototyping framework enabling non-linear, experiential prototypes — moving beyond linear click-throughs to immersive concept demonstrations used in proof-of-concept presentations with GoPro senior leadership.

Lead UX Prototyper / UX Designer

Yuzu™ by Barnes & Noble — 2013 – 2015

- E-Learning Product Design: Worked on a university-facing tablet platform for distributing course materials, test-taking, and grade and progress management. On a small team where design, research, and prototyping happened simultaneously, contributed across the full product definition process rather than executing against handed-off specs.
- Prototyping Foundation: Built the company's first prototype complete enough for user testing, establishing the basis for research-driven iteration. Developed an iOS and macOS framework supporting multiple interaction branches and cross-pollination between design concepts.

Earlier experience in interactive and rich media development (2002–2012) available on request.

SKILLS & EXPERTISE

Design Disciplines: Product Design, UX Design, Interaction Design, Visual Design, Design Systems, Information Architecture, Prototyping, Security UX, Hardware/Software Integration UX, AI/ML Product Design, 0-to-1 Product Design, Strategic Design Leadership, Design Thinking Facilitation

Tools: Figma, FigJam, ProtoPie, Adobe Creative Suite, Adobe Animate, Adobe AIR / ActionScript 3, Xcode (on-device testing), HTML, CSS, JavaScript, React, Cursor, Kiro, Claude, ChatGPT, Slack, Jira, Confluence

Competencies: Executive Communication, Stakeholder Alignment, Roadmap Influence, Cross-functional Leadership, Mentorship & Promotion Advocacy, Micro-interaction & Animation Direction, Iconography Design, Component Design, AI-assisted Design Workflows, Venture & Emerging Product Design

EDUCATION

B.A. Psychology — University of California, Los Angeles (UCLA) | 1993

Bass Performance — Musicians Institute | 1990

ADDITIONAL

Languages: English (Native) • Spanish (Proficient) • Portuguese (Intermediate) • French (Basic)

Volunteer: Research Diver, Marine Conservation NGO, Madagascar. Studied reef health and advocated for sustainable fishing practices. 200+ logged dives.