

Mike Crawford
Melbourne / Naarm, Australia

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8+ years of experience

product design leadership @ canva

June 2025+

Player-coach for a team of 5 product designers that work across design system, accessibility, mobile and desktop app teams.

Since July 2026, also leading a team of 3 growth designers working in the onboarding, upgrades, and paid user engagement spaces.

product design (growth) @ canva

July 2021 - June 2025 (4 years)

Led design for several cross-functional growth teams to increment Canva's MAU by 2mil, and ARR by \$1mil annually through experiments and product iteration.

Led product design for in-product activations during major launches (Canva Create + Droptober), built personalized ML-driven experiences, and mentored design interns.

product design @ schoolhouse

Oct 2020 - March 2021 (6mo contract)

Designed systems and interfaces for the first web app, and contributed Next.js front-end code.

product design @ mathspace

Sept 2018 - Nov 2020 (2 years)

Rapid prototyping to shift our product from supplementary to core school resource and pursue US grants. Led design of the Waypoints assessment tool and student app redesigns (web, iPad, Chromebook). Contributed front-end React code.

education

Graduate Diploma in Science

2015, The University of Sydney

Pure math graduate coursework and a thesis investigating a modern approach to the representation theory of the symmetric groups.

B. Science (Advanced Mathematics)

2012 - 2014, The University of Sydney

Pure and applied math majors.

learning more about

how to get the most of out AI tooling
video game development + design
art/science of learning (mathetics)
language learning
myself

tools

Claude code
Figma
Browser dev tools
React
Github
Fullstory
Jira / Confluence
Notion
Mode / Looker / Amplitude
Usertesting.com / Dovetail
Canva
Slack
Soundcloud

