EXECUTIVE CURRICULUM VITAE

Michael D. Lapico

Founder · Product Design Leader · Author

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01 Executive Profile

Founder, author, and product design leader with more than thirty years in digital, continuously since 1996. Founder and CEO of Capably Human, a mission-driven company advancing **human capability in the age of artificial intelligence**.

Its work is organized around Capability Fitness: the lifelong development of the capabilities people use to reason and decide, learn, focus, create, and adapt.

Built the first UX organization at GENERAL Inc. (formerly Fujitsu General Inc.), and shaped design strategy for its AIRSTAGE Cloud enterprise platform. Former Chief Product Officer at venture-backed technology companies, and founder of digital agencies and technology businesses with full P&L responsibility.

Known for aligning product, design, engineering, and executive leadership around outcomes that drive adoption, usability, and business value.

02 At a Glance

Since 1996
More than thirty years in digital, from web design to product and design leadership

Founder & CEO
Capably Human, advancing human capability in the age of AI

Former CPO
Chief Product Officer at venture-backed technology companies

First UX Org
Built from the ground up at GENERAL Inc.

Author
The Capability Fitness Framework and *The Capability Model*; *Heavy Lifting* forthcoming

NN/g Certified
UX Certification with specialties in Interaction Design and UX Management

03 Selected Achievements

01 Founded Capably Human
Built a mission-driven company around Capability Fitness, and authored its foundational publications.

02 Built the first UX organization
Established the first UX practice in GENERAL Inc.'s history: research, design systems, governance, and customer-centered development.

03 Made UX a strategic capability
Shifted UX from project delivery to continuous discovery, embedded in product planning, engineering, and decision-making.

04 Nearly a decade on one platform
Led design of one smart building platform from Ventacity Systems into Fujitsu General Inc. and on to GENERAL Inc.

05 Executive product leadership
Chief Product Officer at venture-backed companies, owning product vision, strategy, user experience, and roadmap.

06 Early WebRTC pioneer
Directed product strategy for secure video, messaging, and file sharing in the earliest days of WebRTC.

07 Founder and operator
Founded and led digital agencies and technology businesses from 2001 to 2011, with full responsibility for strategy, clients, operations, and P&L.

08 Mobile products that found an audience
Brought a catalogue of apps and games to market through Touch Village; KitchenPad Timer was featured in Apple App Store curated lists.

04 Core Expertise

Product & Business Leadership

Product Strategy · Product Design Leadership · Product Management · Innovation Strategy · Organizational Development · Executive Communication

Experience Design

UX Strategy · UX Research · Interaction Design · Design Systems · Information Architecture · Customer Experience · Service Design

Operational Excellence

Design Operations · UX Management · Agile Product Development · Cross-Functional Leadership · Team Building · Process Transformation

Technology Domains

Enterprise SaaS · Smart Building Technologies · Mobile Applications · Web Platforms · Real-Time Communications · AI-Driven Experiences · Human Capability and Learning

PERSPECTIVE

For thirty years I've built technology designed to make things effortless. Now I'm working on a harder question: how do we build technology that makes people more capable, not less?

05 Professional Experience

2026 – PRESENT

Founder & CEO

Capably Human · research, publications, and products

A mission-driven company advancing human capability in the age of artificial intelligence.

- Founded Capably Human around Capability Fitness and its five domains: Think, Learn, Focus, Create, and Adapt
- Lead the first venture, Humably, the Capability Fitness Platform's app: assessment, training, and coaching at every stage of life
- Authored Capably Human's foundational publications, *The Capability Fitness Framework* and *The Capability Model*

2021 – PRESENT

Director of User Experience

GENERAL Inc. · formerly Fujitsu General Inc.

Built and lead the company's first UX organization, making user experience a strategic product capability for its enterprise software.

- Lead design strategy for the AIRSTAGE Cloud enterprise platform
- Built the operating model and practice: UX research, design systems, governance, and scalable workflows
- Embedded UX earlier in product planning and engineering; partner with Product, Engineering, and QA leadership on customer outcomes

2017 – 2021

Director of User Experience

Ventacity Systems · Portland, Oregon

Led UX strategy and design for a next-generation smart building platform.

- Defined platform experiences and workflows; led product design, prototyping, and UX strategy
- Moved with the platform into Fujitsu General Inc. in 2021, following Fujitsu's strategic investment in Ventacity; the product line is now sold under the GENERAL brand

2015 – 2017

Chief Product Officer

StoryShapr · venture-backed social storytelling platform

- Led product vision, strategy, UX, roadmap, and cross-functional execution
- Developed engagement models around user-generated content and social storytelling

2013 – 2015

Chief Product Officer

WeCam · venture-backed secure real-time communications platform

- Directed product strategy for secure video, messaging, and file sharing, built on WebRTC in its earliest days
- Led UX, product management, and innovation from concept through delivery

05 Professional Experience

CONTINUED

2011 – 2013

Founder & CEO

Touch Village · mobile publisher of apps and games

- Built and operated the company, bringing a catalogue of apps and games to market; managed partnerships, operations, and P&L
- KitchenPad Timer was featured in the Apple App Store curated lists “Best Super Bowl Planning App” and “Best Holiday Planning App”

2001 – 2011

Founder & Agency Leadership

Founded and led digital agencies and technology businesses delivering web, mobile, software, and digital marketing solutions, with full P&L responsibility.

- **CEO & Co-Founder**, Web Heads · 2009 – 2011
- **President & Founder**, Prativo Group Inc. · 2003 – 2008
- **Instructor, Interactive Multimedia**, St. Clair College · 2002 – 2003
- **President, Co-Founder & Creative Director**, MediaDuo Inc. · 2001 – 2003

1992 – 2000

Early Career

- **Webmaster**, Icon Laser Eye Centers · 1999 – 2000
- **Web Designer**, Outputs Web Design · 1998 – 1999
- **Founder**, MDL Computer Services · 1992 – 1998

06 Known For

- Building UX and product design organizations from the ground up
- Aligning product, design, and engineering around measurable outcomes
- Translating executive vision into shipped products
- Modernizing enterprise software experiences
- Bringing AI into product strategy and design practice
- Designing technology that makes people more capable, not less
- Moving organizations from feature delivery to product thinking

07 Publications

The Capability Fitness Framework
Capably Human · CH-F-001

The Capability Model
Capably Human · CH-M-001

Heavy Lifting: Capability Fitness in the Age of Thinking Machines
Book 1 **COMING SOON**

Load-Bearing
Book 2 **IN DEVELOPMENT**

08 Credentials

Nielsen Norman Group

UX Certification

Interaction Design | UX Management

UXC# 1083770 · Issued February 2025

Verify in NN/g’s public directory: nngroup.com/ux-certification/people

ADVANCED STUDY

UX Strategy · AI for UX · Design Operations · Complex Systems · Management