MICHELLE FLACKS / USER EXPERIENCE DESIGNER

SCHOOL

FASHION INSTITUTE OF TECHNOLOGY

B.F.A Advertising Design
Minors in Creative Technology,
Psychology & Art History
NEW YORK, NY

A.A.S Communication Design
NEW YORK, NY

INDUSTRY LEADERSHIP

UX Certificate Program Instructor
UI Certificate Program Instructor

Fashion Institute of Technology

Currently teaching in two reoccuring 8-week
certificate programs, tailored for creative
professionals who are looking to advance their
career in the field of UX design

SKILLS

Proficient in Figma
Proficient in Sketch
Proficient in Axure
Proficient in Invision and Zeplin
Proficient in Heap
Basic HTML / CSS
Prototyping
Design System Management
Storybook
User Journeys
Information Architecture
User Testing
Project Management
Proficient in Adobe Creative Suite
Proficient in Microsoft Office
Identity and Brand Development
Knowledgeable in Social Media Strategy
Keynote, Powerpoint & Google Slides
Experience with Google Analytics
Photography

WORK

Senior UX Designer
March 2020 - Present

UX Designer
May 2018 - March 2020

Thinx Inc.

• Created and managed a thorough design system for three brands; to create consistency across digital assets and provie a unified customer experience
• Crafted strategies and designs for special intiatives including a revised referral program, an interactive product selection tool, and a varity of upsell features across touchpoints
• Increased conversion rates across product education and launch landing pages by applying UX design best practices and working closely with UI designers and developers
• Hosted workshops to educate non-technical coworkers and executives on software skills and design thinking processes to improve company practices and drive e-commerce best practices

UX/UI Designer
July 2017 - May 2018

IBM iX (formerly Resource/Ammirati)

• Designed an ecommerce desktop and mobile website for the largest furniture manufacturer in China including mood boards, UI elements and 25 full templates for a variety of conditions in multiple phases of design sprints
• Successfully researched Chinese UI practices via primary and secondary research culminating in client knowledge transfer
• Utilized multi-national bank's existing assets to create proof of concept for back-end AI software working closely with developers to provide design input
• Learned and practiced multiple development processes including Scrum, Agile, Lean, Waterfall and IBM Design Thinking

Art Director
Jan 2015 - July 2017

Resource/Ammirati

• Designed logo and official brand assets of national beauty brand to be rolled out at all store locations after extensive brand research and design iterations
• Presented design concept for new website for global consumer product company and contributed to final design in partnership with extended creative team
• Concepted and developed differentiating campaign ideas and ads for multiple clients across channels including social media, billboards, print, digital, brand partnerships, and retail
• Developed social media ad strategy, concepts, and assets for consumer product company for over two years to successfully increase digital impressions

Graphic Designer
May 2011 - 2014

Erric Sorelle Studios

• Designed various packages, brochures, logos, and style guides to be used in stores and catalogs internationally
• Assisted in photo shoots, preparing full looks, choosing models, and working to complete necessary shots quickly and efficiently

michelleflacks@gmail.com
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