



# Leah Michalson (Borns)

I am a designer with front-end aptitude and a curious mind. My optimism, zest for learning, and a resilient attitude make me a strong candidate who will bring an innovative perspective to Esri.

## Projects

### Bus Spot | Mobile Prototype

Research, UX Design, and Testing for a bus scheduling mobile app so riders can locate their bus virtually. Live prototype at <https://adobe.ly/2GK9sH7>

### Greener | Mobile Prototype

Research, UX Design, and Testing through a design sprint for an app that makes sustainable behaviors more fun through gamification. Live prototype at <https://adobe.ly/2Fgry2X>

## Experience

### Freelance Designer

Various Companies | April 2020 - Present

- Creating a landing page and email campaigns in Mailchimp for CocoSprita
- Updating web layout and content for Borns LLC and local architect
- Editing photography for an email campaign in Photoshop for CocoSprita
- Mocking up chocolate samples in Photoshop for CocoSprita

### UX/UI Design Apprenticeship

Thinkful | February 2020 - Present

- Learning design processes and best practices with a focus on UX research, visual design, and testing
- Creating and presenting projects while learning new tools by collaborating twice a week with a senior product designer

### Jr Software Engineer

moovel Group | Portland, OR | October 2018 - January 2020

- Rapidly prepared a prototype in 3 weeks for a big prospective client
- Created Hi-fi mock-up screens to present to clients for new app features
- Led uplifts for 2 agency apps and prepared them for QA and Production
- Led onboarding for 1 new transit agency with company microservices
- Prepared apps for DevOps and release coordinators for weekly release
- Updated and tested mobile app functionality on iOS and Android Platforms

## Contact

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## Skills

### Programming

HTML, CSS, Javascript, Git, Github

### Design tools

Adobe XD, Photoshop, Illustrator, InDesign, InVision, Figma

### UX/UI Methods

Wireframing, Prototyping, User Personas, User Stories, Journey Mapping

## Education

### Full Stack Web Development Bootcamp

Thinkful | 2018

### Certificate, Sustainable Business

Pinchot University/Presidio Graduate School | 2016

### B.S. Natural Resources Management

Grand Valley State University | 2011