

David Michaels

Designer, technologist, thinker.

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Education

University of Wisconsin-Madison: 2008-2013

Major: Entrepreneurship, Design, and Technological Change

Coursework includes: product design, business ethics, experimental psychology, material culture studies, design studies, statistics, physics, chemistry, math, human factors engineering, and history of science.

Work Experience

Startup Institute-Product and Design Track

Fall 2013

Eight week intensive program exploring the fundamentals of user interface and user experience design in HTML, CSS, and Javascript, along with workshops in emotional intelligence and other soft skills aimed at cultivating success in a startup environment.

Wisconsin Union-Visual Media Manager

August 2012-May 2013

Proposed and guided the creation of a new position within the Wisconsin Union to photograph events and archive visual media. Covered over 200 events in the 2012-2013 academic year plus editing and distributing media. Lead video production for the Wisconsin Union Directorate and associated committees. Designed and implemented a media backup and distribution system.

Wisconsin Union-Creative Team Member

Fall 2011-May 2012

Key member of a team that ran social media for the Wisconsin Union Directorate as well as running all aspects of marketing campaigns. Helped create and champion new branding for the Wisconsin Union Directorate.

healthfinch-Graphic Designer and Copywriter

Summer 2012

Developed a website promoting health IT technology in Madison through web development in Ruby on Rails, including copywriting, user interface design, and graphic design. On a team that renovated the marketing website for RefillWizard including copywriting and graphic design.

US EPA National Vehicle and Fuel Emissions Laboratory-QA Analyst Summer 2010

Tested MOVES model for mobile emissions. Assisted in porting the model to Mac OS X. Ran the model extensively and sought out conditions in which the model failed, including troubleshooting MySQL and evaluating means of improving its performance.

Other

Wisconsin Union Directorate

Fall 2008-Spring 2012

Publications Committee-Assistant Director

Founded and managed a creative writing group called Working Title, assisted in marketing, event planning, and event photography for various Publications Committee endeavors, pioneered efforts to expand the reach of journals into new media such as the Kindle Store and iBookstore.