

# David Michaels

User Experience Designer

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## Education

### University of Wisconsin-Madison: 2008-2013

**Major:** Entrepreneurship, Design, and Technological Change

Designed own degree including curriculum, courses, and arguing it before a committee of faculty.

**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

**Skills:** HTML, CSS, Javascript, user centered design, responsive design, quantitative and qualitative user research methods, version control (Git), event photography, systems design, interaction design, typography, and puns.

### Startup Institute-Product and Design Track

Fall 2013

Eight week intensive program learning 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. Worked on a project validating and developing a new application for BirdFeud.

### Wisconsin Union-Visual Media Manager

August 2012-May 2013

Proposed, designed, and implemented a photo archival and retrieval system based on the needs of the Wisconsin Union. 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, assisted in marketing, event planning, and event photography for Publications Committee endeavors, pioneered efforts to expand reach into ebook stores.