

# Michael Edelstone

Designer + neat person

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Recent work	<b>Product Designer</b> — Kualu — <i>Remote (from Texas)</i>	Apr 2018 — Dec 2020
	<ul style="list-style-type: none"><li>• Principal designer and CSS writer for a suite of applications used by thousands of higher education researchers and administrators</li><li>• Major contributor to the evolution of a design system shared across the company, via Figma, Storybook, and good old politics</li><li>• Designed user flow and layout for a new product aimed at replacing paper-based systems for the management of export controls</li></ul>	
	<b>Product Designer</b> — Action Verb — <i>Remote (from Texas)</i>	Apr 2017 — Mar 2018
	<ul style="list-style-type: none"><li>• Designed reusable patterns and features across a file-sharing app during a rapid, incremental conversion to a React interface</li><li>• Created simple and usable UX interactions, often end-to-end, from ideation and sketches all the way to production-quality JSX and Sass</li><li>• Scratch-built a talent recruitment website, and overhauled the markup, styles, and accessibility across high-traffic marketing properties</li></ul>	
	<b>UI/UX Designer</b> — Texas State University — <i>San Marcos, TX</i>	Feb 2014 — Dec 2016
	<ul style="list-style-type: none"><li>• Designed core features, functionality, and components for the university's CMS and website template used by 500+ units</li><li>• Created and documented the university's first digital brand system, standardizing numerous websites, apps, and portals</li><li>• Led design and frontend development of the university homepage, introducing responsive design, web fonts, and safer emergency alerts</li></ul>	
	<b>Web Designer</b> — Plano Cycling — <i>Plano, TX</i>	Aug 2012 — Feb 2014
	<ul style="list-style-type: none"><li>• Built a scalable brand identity, standardizing things like colors, buttons, banner graphics, page layouts, and voice</li><li>• Engineered a complete overhaul of the primary e-commerce website, resulting in a beautiful and modern shopping experience</li><li>• Strengthened the shop's mobile presence through the addition of a mobile web template and custom, responsive email campaigns</li></ul>	

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Strengths	<ul style="list-style-type: none"><li>• <b>Productive:</b> Live contributions to production SaaS interfaces and marketing websites viewed millions of times each month; I also manage a couple of popular open source tools</li><li>• <b>Well-rounded:</b> Iterative process that moves confidently between wireframes, high-fidelity visual design, UX writing, and responsive, standards-compliant HTML and CSS</li><li>• <b>Remote-ready:</b> Real-world experience on distributed teams and with the remote toolset - Slack, Git, Zoom, Basecamp, G Suite, and all the rest of it</li></ul>
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