

# Michael Edelstone

Designer + Neat Person

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## Strengths

- **Professional:** Count on me to be honest, enthusiastic, and supportive – every day
- **Creative:** Thoughtful aesthetic with a solid understanding of design systems and scale
- **Curious:** Constantly learning about the web, the world, and myself
- **Technical:** Advanced HTML, CSS, responsive, Balsamiq, GitHub, Google Analytics

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## Education

**BA, History** – University of Pittsburgh – *Pittsburgh, PA*

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## Recent Work

**UI/UX Designer** – Texas State University – *San Marcos, TX*

Feb '14 – Dec '16

- Owned and improved a CMS template used by 400+ units, utilizing best-practice research, focus groups, wireframes, and hi-fi prototypes
- Led the design and development of the university's homepage, introducing responsive grids, web fonts, and safer emergency alerts
- Conceived, designed, and documented the university's first digital brand system, standardizing numerous websites, apps, and portals

**Web Designer** – Plano Cycling – *Plano, TX*

Aug '12 – Feb '14

- Engineered a complete overhaul of planocycling.com, resulting in a beautiful and modern shopping experience
- Strengthened the shop's mobile presence through the addition of a mobile web template and responsive email campaigns
- Built a scalable brand identity, standardizing things like colors, buttons, banner graphics, page layouts, and voice/tone

**Technical Web Editor** – QBP – *Minneapolis, MN*

Apr '11 – Jun '12

- Provided no less than world-class web application support and technical expertise to bicycle dealers worldwide
- Independently designed and developed an extensive collection of technical/educational resources from scratch using HTML and CSS
- Authored and organized thousands of product listings, optimized forms, and directed content standardization efforts

**Software Developer** – University of Texas – *Austin, TX*

May '09 – Mar '10

- Designed robust web applications using Natural, ADABAS, HTML, CSS and jQuery, with a strong focus on security and accessibility
- Supported two major coding projects, working with stakeholders on requirements, conveying design limitations, and training users