

Michael Edelstone

Designer + neat person

michael.edelstone@gmail.com • 512-568-9289 • michaeeedelstone.com

Recent work	Senior Product Designer — Balto (contract) — <i>Remote</i>	Apr 2021 — Jul 2021
	<ul style="list-style-type: none">• Rapidly ideated and designed high-fidelity Figma prototypes for three new modules planned within the Balto Cloud application• Met regularly with customers and internal stakeholders to validate user experience choices and improve interface elements• Created reusable UI components like color palettes, cards, and tables, and worked with engineering to select frontend frameworks	
	Senior Product Designer — Kualu — <i>Remote</i>	Apr 2018 — Dec 2019
	<ul style="list-style-type: none">• Lead designer and CSS writer for a suite of applications used by thousands of higher education researchers to manage their work• Major contributor to the evolution of a design system shared across multiple Kualu apps via Figma and Storybook• Created and managed a robust user testing and validation regimen, including recruitment, A/B, moderated interviews, and data analysis	
	Senior Product Designer — Files.com — <i>Remote</i>	Apr 2017 — Mar 2018
	<ul style="list-style-type: none">• Designed reusable patterns and product features across an enterprise file-sharing app during an incremental conversion to a React interface• Created simple and usable UX interactions, often end-to-end, from ideation and sketches all the way to production-quality JSX and Sass• Scratch-built a talent recruitment website, and overhauled the markup, styles, and accessibility across high-traffic marketing properties	
	UI/UX Designer — Texas State University — <i>San Marcos, TX</i>	Feb 2014 — Dec 2016
	<ul style="list-style-type: none">• Designed core features, functionality, and content patterns for the university's CMS and website template used by 500+ units• Created and documented the university's first digital brand system, standardizing numerous websites, apps, and portals• Led design and frontend development of the university homepage, introducing responsive design, web fonts, and safer emergency alerts	

Strengths	<ul style="list-style-type: none">• Technical: 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• Consistent: Iterative process that moves confidently between rapid mockups, high-fidelity visual design, UX writing, user testing, and responsive, standards-compliant HTML and CSS• Remote-ready: Years of experience on distributed teams and with the remote toolset - Slack, GitHub, Zoom, Basecamp, G Suite, and all the rest of it
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