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

Education

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

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 a new university 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 customized 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 — The 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