

Michael Edelstone

Designer + Neat Person

michael.edelstone@gmail.com • 512-763-7396 • michaeeedelstone.com

Recent work	Product Designer — Action Verb — <i>Remote (from Texas)</i> Jan '17—present
	<ul style="list-style-type: none">• Designing and building reusable patterns and product features across the BrickFTP app, as we incrementally convert to a React interface• Creating simple and usable interactions, often end-to-end, from ideation all the way to production-quality JSX and Sass• Scratch-built an Action Verb brand and recruitment website, and overhauled the markup, styles, and accessibility across brickftp.com
	UI/UX Designer — Texas State University — <i>San Marcos, TX</i> Feb '14—Dec '16
	<ul style="list-style-type: none">• Designed core features, functionality, and content patterns for the university's CMS and website template used by 450+ units• Created and documented the university's first digital brand system, standardizing numerous websites, apps, and portals• Led design and frontend development of the txstate.edu homepage, introducing responsive design, web fonts, and safer emergency alerts
	Web Designer — Plano Cycling — <i>Plano, TX</i> Aug '12—Feb '14
	<ul style="list-style-type: none">• Built a scalable brand identity, standardizing things like colors, buttons, banner graphics, page layouts, and voice• 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 custom, responsive email campaigns
	Web Strategist — Quality Bicycle Products — <i>Bloomington, MN</i> Apr '10—Jun '12
	<ul style="list-style-type: none">• Independently designed, built, and embedded an extensive collection of B2B technical resources from scratch (they're still in use today)• Authored thousands of lines of product copy, optimized forms for enhanced usability, and directed content standardization efforts

Strengths	<ul style="list-style-type: none">• Creative: Thoughtful aesthetic with live contributions to SaaS interfaces and marketing websites viewed millions of times each month• Collaborative: Real-world experience on distributed teams and with the remote toolset (Slack, Git, Zoom, Basecamp, and more)• Consistent: Iterative process that moves confidently between sketches and mockups, visual design, UX writing, and responsive, standards-compliant HTML and CSS
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