

# Michael Edelstone

Designer + Neat Person

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## Strengths

- **Creative:** Thoughtful aesthetic with live contributions to SaaS product interfaces
- **Collaborative:** Experience on distributed product teams and with the remote toolset
- **Consistent:** Iterative process that moves confidently between user research, rapid sketches and mockups, visual design, UX writing, and production-level HTML and CSS

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## Recent work

**Product Designer** — Action Verb — *Remote (from Texas)* Jan '17—present

- Designing patterns and product features across the BrickFTP React web interface, incrementally replacing a legacy Rails UI
- Creating simple and usable interactions, often end-to-end, from ideation to multi-step mockups to production JSX and Sass
- Built a new Action Verb brand and recruitment website, and improved iconography, color, and accessibility across [brickftp.com](http://brickftp.com)

**UI/UX Designer** — Texas State University — *San Marcos, TX* Feb '14—Dec '16

- Designed core features, functionality, and content patterns for the university's CMS and website template used by 400+ 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](http://txstate.edu) homepage, introducing responsive design, web fonts, and safer emergency alerts

**Web Designer** — Plano Cycling — *Plano, TX* Aug '12—Feb '14

- Built a scalable brand identity, standardizing things like colors, buttons, banner graphics, page layouts, and voice
- Engineered a complete overhaul of [planocycling.com](http://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 — *Bloomington, MN* Apr '10—Jun '12

- Independently designed and built an extensive collection of technical resources from scratch, and embedded them into the product
- Authored thousands of lines of product copy, optimized forms for enhanced usability, and directed content standardization efforts