Michael Edelstone

Designer + Neat Person

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Recent work

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

- 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 — *San Marcos, TX* Feb '14—Nov '16

- 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 — *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, 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

Technical Web Editor — QBP — *Bloomington, MN* Apr '11—May '12

- 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

- **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