

# Michael Edelstone

Designer + neat person

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

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