

Michael Edelstone

Designer + neat person

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Recent work	Product Designer — Kualu — <i>Remote (from Texas)</i>	Apr 2018 — Dec 2020
	<ul style="list-style-type: none">• Principal designer and CSS writer for a suite of applications used by thousands of higher education researchers and administrators• Major contributor to the evolution of a design system shared across the company, via Figma, Storybook, and good old politics• Designed user flow and layout for a new product aimed at replacing paper-based systems for the management of export controls	
	Product Designer — Action Verb — <i>Remote (from Texas)</i>	Apr 2017 — Mar 2018
	<ul style="list-style-type: none">• Designed reusable patterns and features across a file-sharing app during a rapid, incremental conversion to a React interface• Created simple and usable UX interactions, often end-to-end, from ideation and sketches all the way to production-quality JSX and Sass• Scratch-built a talent recruitment website, and overhauled the markup, styles, and accessibility across high-traffic marketing properties	
	UI/UX Designer — Texas State University — <i>San Marcos, TX</i>	Feb 2014 — Dec 2016
	<ul style="list-style-type: none">• Designed core features, functionality, and components for the university's CMS and website template used by 500+ units• Created and documented the university's first digital brand system, standardizing numerous websites, apps, and portals• Led design and frontend development of the university homepage, introducing responsive design, web fonts, and safer emergency alerts	
	Web Designer — Plano Cycling — <i>Plano, TX</i>	Aug 2012 — Feb 2014
	<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 the primary e-commerce website, 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	

Strengths	<ul style="list-style-type: none">• Productive: 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• Well-rounded: Iterative process that moves confidently between wireframes, high-fidelity visual design, UX writing, and responsive, standards-compliant HTML and CSS• Remote-ready: Real-world experience on distributed teams and with the remote toolset - Slack, Git, Zoom, Basecamp, G Suite, and all the rest of it
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