Michael Edelstone

Designer + neat person

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Recent work

Product Designer — Balto (contract) — *Remote*
Apr 2021 — Jul 2021

- Rapidly ideated and designed high-fidelity Figma prototypes for three new modules planned within the Balto Cloud application
- Met regularly with customers and internal stakeholders to validate user experience choices and improve interface elements
- Created reusable UI components like color palettes, cards, and tables, and worked with engineering to select frontend frameworks

Product Designer — Kuali — *Remote*
Apr 2018 — Dec 2019

- Principal designer and CSS writer for a suite of applications used by thousands of higher education researchers to manage their work
- Major contributor to the evolution of a design and UX system shared across multiple Kuali apps via Figma, Storybook, and good old politics
- Created and managed a robust user testing and validation regimen, including recruitment, A/B, moderated interviews, and data analysis

Product Designer — Files.com — *Remote*
Apr 2017 — Mar 2018

- Designed reusable patterns and product features across the BrickFTP file-sharing app during an 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 — *San Marcos, TX*
Feb 2014 — Dec 2016

- Designed core features, functionality, and content patterns 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

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Strengths

- **Technical:** 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
- **Consistent:** Iterative process that moves confidently between rapid mockups, high-fidelity visual design, UX writing, user testing, and responsive, standards-compliant HTML and CSS
- **Remote-ready:** Years of experience on distributed teams and with the remote toolset – Slack, GitHub, Zoom, Basecamp, G Suite, and all the rest of it