

Michael Edelstone

Product designer with a deep interest in content and code

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michaeeedelstone.com

Strengths

- **Professional:** Count on me to be honest, enthusiastic, and supportive — every day
- **Creative:** Thoughtful aesthetic with a solid understanding of design systems and scale
- **Curious:** I learn new things every day, and appreciate your constructive feedback
- **Technical:** Advanced HTML, CSS, responsive design, Balsamiq, CMS, GitHub, Google Analytics

Education

BA in History

University of Pittsburgh — *Pittsburgh, PA*

April 2004

GPA: 3.83

Professional Contributions

User Interface Designer — Texas State University — *San Marcos, TX*

Feb '14 - Dec '16

- Owned and iteratively designed a CMS template used by 400+ units, utilizing best-practice research, focus groups, wireframes, and hi-fi prototypes
- Led the design and front-end development of the university's homepage, introducing responsive grids, web fonts, and safer emergency alerts
- Conceived, designed, and documented a digital brand system, informing the above projects and standardizing many 3rd party websites, apps, and portals

Web Designer — Plano Cycling and Fitness — *Plano, TX*

July '12 - Feb '14

- Engineered a complete overhaul of planocycling.com, resulting in a beautiful and modern shopping experience
- Designed and deployed a mobile web template and responsive email campaigns, resulting in a notable increase in mobile retention and sales
- Built a scalable brand identity, standardizing things like colors, buttons, banner graphics, page layouts, and voice/tone

Technical Web Editor — Quality Bicycle Products — *Bloomington, MN*

April '11 - Jun '12

- Provided no less than world-class web application support and technical expertise to bicycle dealers worldwide
- Independently conceived, designed, and developed an extensive collection of technical and educational resources from scratch using HTML and CSS
- Authored and organized thousands of product listings, optimized online forms, and directed cross-departmental content standardization efforts

Software Developer — The University of Texas at Austin — *Austin, TX*

May '09 - Mar '10

- Designed robust web applications to replace legacy interfaces with a strong adherence to security protocols, style guidelines, and accessibility
- Efficiently analyzed, tested, modified, debugged and programmed software applications using Natural, ADABAS, HTML, CSS and jQuery
- Supported two major coding projects, communicating with stakeholders for business requirements, conveying design limitations, and training users