

# KATELYN MICHALOVE

Product Designer

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## SUMMARY

I am a Product Designer with skills in conducting user research, leading projects, wireframing, visual design, and using and contributing to design systems. I've collaborated with executives, outside design vendors, end users, and internal teams to reach multiple product goals. My goal is to solve for user needs while balancing and meeting business objectives.

## SKILL SET

UX/UI Design  
Visual Design  
User Research  
Market Research  
Usability Testing  
Information Architecture  
Branding  
Prototyping  
Frontend Development

## TOOLS

Adobe Creative Suite  
Optimal Workshop  
Usability Hub  
Lookback, Loom  
Omnigraffle, Axure  
Sketch, Figma  
InVision, Marvel  
Git & GitHub  
HTML, CSS  
Jira

## EXPERIENCE

### Sunbelt Rentals / Product Designer

July 2019 - present

Remote

- **Command Center - Equipment Management Software**  
Design lead for the complete redesign of Command Center. Conducted stakeholder interviews, user interviews, launched a customer survey, and took designs from wireframes to launch on an agile team.
- **VDOS- Vehicle Dispatch Software**  
Product redesign involving field interviews and observations, wireframing new solutions and features to solve dispatcher needs, using the design system while adding new necessary visual components, usability testing and iteration.
- **SmartEquip - iOS Mobile Inspection Application**  
1 Week sprint redesign to improve the user flows, match iOS HIG, convert visual design to Sunbelt branding guidelines, and create new necessary visual components. Later, an additional use case to solve for a UX problem encountered in pilot.

### Freelance / Product Designer

August 2018- July 2019

Remote

- **UX Design-** Competitive Analysis, User Stories, User Flows, Wireframing, Prototyping, User Testing
- **Visual Design-** Branding, High Fidelity Mockups, Prototyping, User Testing, Webflow

### Procter and Gamble / Process Engineer

June 2017 - July 2018

Sacramento, CA

- Led troubleshooting group through the stages of problem solving from exploration to documentation.

## EDUCATION

**University of Tennessee** / 2017 / BA Chemical Engineering

**Bloc** / 2019 / UX Design Apprenticeship

Remote program focused on designing 5 projects with consistent feedback through mentorship, grading team, and daily design critiques.