



MICHELLE NICOLE NG

MICHELLENICOLE.DESIGN

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PRODUCT DESIGNER

 Los Angeles, CA

## EXPERIENCE

### UX / UI PRODUCT DESIGNER APPRENTICESHIP

Bloc.io | August 2019 - May 2020

- Strong understanding of industry best practices and design standards focusing on UX Research, UX Architecture, Visual Design, and Front-End Development including CSS/HTML, Javascript
- Create, deploy, and communicate design concept ideas through user research surveys, interviews, journeys, user flows, wireframes, prototypes, interactive experiences, A/B testing, visual design, and presentation with effective time & task management and prioritization
- Work closely with senior designers through design process developing consistency, color use, typography, pixel perfect details and passion and purpose for creating products resonating emotionally with people

### PRODUCT DEVELOPMENT

Amber Concept | 2017 - Present

- Research & develop sales, marketing, process improvement strategy for US division and work cross functionally with team in Hong Kong to expand Amber Concept brand globally
- Facilitate and improve product development lifecycle of product production, user surveys, user flows, customer service
- Plan, prioritize, prototype, and coordinate the execution of Amber Concept brand at 7 large tradeshows across the nation ranging from 800-13,000 attendees and onboard, develop, train high-performing sales teams ranging between 3-12 individuals

### OWNER / PHOTOGRAPHER

Michelle Nicole Photography | 2010 - Present

- Establish and launch full time creative photography business photographing weddings, engagements, families, newborns, and small businesses
- Create, develop, and revamp business branding, marketing, social media, SEO, and website, using tools such as Wordpress, Adobe InDesign, Lightroom, Photoshop to remain relevant with trends
- Co-teach "The Essentials Workshop" in Southern California and featured on publications such as: Beauty & Lifestyle Magazine, Confessions of Successful Asian Women, Modern Weddings, Nails Magazine, Perfect Wedding Guide, POPSUGAR, SLR Lounge, Today's Bride

### IMG CLIENT SUPPORT TEAM LEAD / SR CLIENT SUPPORT REP

Advent Software | 2007 - 2011 - Awarded the 2011 Mentor Award from IMG Services

- Partner with team manager to ensure exceptional performance of the Trade Order Management and Compliance (TOM&C) client support team located in San Francisco and Manila.
- Oversee daily operations, properly distribute support cases, creating team coverage and schedules, working with team on case management, quality monitoring, career development, and team camaraderie.

## PROJECTS

### FitPath - Oct 2019

The fitness application helping people of all ages and experiences easily discover the perfect workouts that fit their needs and goals.  
<https://bit.ly/2J6n9Ol>

### BusyBus - Sept 2019

Worked with local city to create app using the design process, HTML & CSS to solve the issue of numerous bus routes stopping at the same bus stop. <https://bit.ly/2QxtfLR>

## SKILLS

### UX Skills

UX Research & Analysis  
Information Architecture  
Wireframing  
Prototyping  
Visual Communication

### UI Skills

HTML/CSS  
Javascript/jQuery  
GitHub  
WordPress

## TOOLS

Adobe Photoshop  
Adobe Lightroom  
Draw.io  
Figma  
GitHub  
InVision  
Maze  
Sketch  
Usability Hub

## EDUCATION

**University of San Francisco**  
**B.S. Business Administration, Finance**  
*Graduated 2007*