



MICHELLE NICOLE NG

MICHELLENICOLE.DESIGN

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PRODUCT DESIGNER

 San Mateo, CA

 650-888-5489

SUMMARY

Product Designer who is adaptable, curious, and passionate. A diverse background in product development, Fintech, photography, leadership, and entrepreneurship. Looking for a company with a phenomenal culture to grow and contribute in the long run.

SKILLS

User Research
Information Architecture
Wireframing
Prototyping
Branding & Identity
Interface & Visual Design
Responsive Design
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 May 2007

EXPERIENCE

UX / UI PRODUCT DESIGN PROGRAM

Bloc.io Remote | August 2019 - May 2020

- Strong understanding of industry best practices and design process standards focusing on UX Research, UX Architecture, Visual Design, and Front-End Development including HTML, CSS responsive web experiences, and JavaScript
- Created, deployed, and communicated design ideas through user research surveys, interviews, personas, journeys, user flows, wireframes, rapid prototypes, A/B tests, user testing, high fidelity mockups, and present with effective time management and prioritization
- Partnered and worked collaboratively with senior designers expanding design thinking and develop consistency with style guides, fonts, colors, images, pixel perfect details all while expanding passion for creating products resonating emotionally with people

PRODUCT DEVELOPMENT

Amber Concept Hayward, CA & Hong Kong | February 2017 - May 2020

- Facilitated and improved production lifecycle of the product through user surveys, user flows, customer service feedback, and propose solutions all while achieving business goals
- Researched and developed sales, marketing, process improvement strategy for US division and partner with stakeholders in Hong Kong to expand Amber Concept brand globally
- Planned, prototyped, and managed the execution of Amber Concept brand at 7 large tradeshows across the nation ranging from 800-13,000 attendees. Onboarded, developed, and trained high-performing sales teams ranging between 3-12 individuals

OWNER / PHOTOGRAPHER

michellenicolephoto.com

Michelle Nicole Photography Bay Area & Los Angeles, CA | April 2010 - Present

- Establish and launch a 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, and Photoshop to remain relevant with trends
- Co-taught "The Essentials Workshop" in Southern California. Featured on publications such as: Beauty & Lifestyle Magazine, Confessions of Successful Asian Women, Modern Weddings, Nails Magazine, Perfect Wedding Guide, POPSUGAR, SLR Lounge, and Today's Bride

IMG CLIENT SUPPORT TEAM LEAD / SR CLIENT SUPPORT REP

Advent Software San Francisco, CA | July 2007 - July 2011 - 2011 Mentor Award from IMG Services

PROJECTS

Sip

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Led the design process of a desktop & mobile video content site featuring an augmented reality tool AR Barista Mate. Includes user research, wireframes, hi-fidelity mockups, prototyping, and testing.

FitPath

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Managed the full design process of the FitPath mobile application from user research, surveys, wireframes, high fidelity interactive prototypes, and testing.

BusyBus

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Designed & developed a mobile application screen using Figma, HTML & CSS to solve the issue of numerous bus routes stopping at the same bus stop.