



MICHELLE NICOLE NG

MICHELLENICOLE.DESIGN

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PRODUCT DESIGNER

 Los Angeles, CA

 650-888-5489

## SUMMARY

Product Designer who is adaptable, curious, and passionate. A diverse background in Fintech, leadership, photography, entrepreneurship, and product development. 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 standards focusing on UX Research, UX Architecture, Visual Design, and Front-End Development including CSS/HTML, and JavaScript
- Created, deployed, and communicated design concept ideas through user research surveys, interviews, personas, journeys, user flows, wireframes, interactive prototypes, A/B tests, UI design & development, and presentation with task management and prioritization
- Partner and collaborate with senior designers through design process with ideation, developing consistency, pattern library, typography, pixel perfect details with a passion for creating products which resonate 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](https://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

[michellenicole.design/sip](https://michellenicole.design/sip)

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

[michellenicole.design/fitpath](https://michellenicole.design/fitpath)

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

### BusyBus

[michellenicole.design/busybus](https://michellenicole.design/busybus)

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