MICHELLE NICOLE NG

MICHELLENICOLE.DESIGN

PRODUCT DESIGNER

Los Angeles, CA

✉ michellenicole.design1@gmail.com 📞 650-888-5489 in linkedin.com/in/michellenng/

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-Ened 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

- Facilite 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

- Led and support the team manager to provide exceptional performance of the Trade Order Management and Compliance (TOM&C) client support team ranging between 14-18 representatives located in San Francisco and Manila.

- Manage daily operations, coverage and schedules, distribute support cases and escalations, perform quality monitoring to exceed CSAT metrics, work with team on case management, foster career development, and improve overall team camaraderie.

PROJECTS

FitPath - Oct 2019
Managed the full design process of the FitPath appliciaton from user research and surveys, to wireframes, prototypes, and testing. https://bit.ly/2J6n9Ol

BusyBus - Sept 2019
Developed an application screen using 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