MICHELLE NICOLE NG

MICHELLENICOLE.DESIGN

PRODUCT DESIGNER

Los Angeles, CA

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

SUMMARY

Product Designer who is curious, adaptable and passionate. Has a diverse background in Fintech, entrepreneurship, photography, and product development. Looking for a company with a phenomenal culture where I can 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
Adobe XD
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, journeys, user flows, wireframes, prototypes, interactive experiences, A/B testing, visual design, and presentation with effective time & task management and prioritization
- Worked closely with senior designers through design process developing consistency, color use, 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

- Researched & developed sales, marketing, process improvement strategy for US division and worked cross functionally with team in Hong Kong to expand Amber Concept brand globally
- Facilitated and improved product development lifecycle of product production, user surveys, user flows, and customer service
- 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

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

Led the design process of Sip Website and iOS augmented reality tool AR Barista Mate. Includes user research, wireframes, hi-fidelity mockups, prototyping, and testing.

FitPath
michellenicole.design/fitpath

Managed the full design process of the FitPath appliciaton from user research and surveys, to wireframes, prototypes, and testing.

BusyBus
michellenicole.design/busybus

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