



MICHELLE NICOLE NG

MICHELLENICOLE.DESIGN

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PRODUCT DESIGNER

📍 Los Angeles, CA

## EXPERIENCE

### UX / UI PRODUCT DESIGN APPRENTICESHIP

**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 and passion and purpose for creating products resonating 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

- Led and supported 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
- Managed daily operations, coverage and schedules, distributed support cases and escalations, performed quality monitoring to exceed CSAT metrics, worked with team on case management, foster career development, and improved overall team camaraderie

## PROJECTS

### Sip - May 2020

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. Desktop [bit.ly/2Zyz1C2](https://bit.ly/2Zyz1C2) Mobile [bit.ly/2Zr007w](https://bit.ly/2Zr007w)

### FitPath - Oct 2019

Managed the full design process of the FitPath application from user research and surveys, to wireframes, prototypes, and testing. [bit.ly/2J6n90l](https://bit.ly/2J6n90l)

## 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