Michelle Viet

UX/UI AND PRODUCT DESIGNER

I am a designer based in Vancouver, Canada, dedicated to delivering innovative and effective designs that meet user needs and drive business success.
My specialties lie in UX/UI and product design, but I am also a versatile creative capable of working in various design streams.

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EDUCATION

Capilano University
IDEA School of Design

— Bachelor of Design in Visual Communication + Interactive Design Concentration

EXPERIENCE

User Experience Designer
FEB 2024 - APR 2024

— Cova Software

- Performed comprehensive mobile view testing, documenting issues to ensure seamless cross-device functionality
- Developed wireframes for log-in flows, security permissions, and product label creation flows, maintaining consistency using design libraries and collaborating with developers to align on technical constraints and resolutions
- Created wireframes for future roadmap features, designing flows to humanize the digital budtender experience for mobile device users, incorporating user personas to ensure the needs and expectations of diverse user groups are met

User Experience Designer
MAY 2022 - MAY 2023

— SAP Inc.

- Worked to improve user experience within 2 SAP products: SAP Analytics Cloud (SAC) and Data Warehouse Cloud (DWC)
- Led UX design support and signed off on 2 key product features for SAC, helping users access support and help documentation more efficiently, worked closely with stakeholders and cross-functional teams to navigate design trade-offs and maintain consistency with project goals and requirements
- Advanced SAP's accessibility initiatives by developing screen reader annotations for the Analytics Cloud Accessibility Component Library to promote accessible design practices

Design Strategist and Visual Designer
JAN 2022 - APR 2022

— Dossier Creative

- Developed the brand identity and creative strategy for 3 companies dedicated to social good as a part of Railyard Lab, an intern powered studio at Dossier Creative
- Collaborated with a team of 5 members to design presentations that communicated strategic insights, created impactful brand elements, and refined key messaging
- Conducted market research leveraging Miro, Figma, and Google Drive, documenting insights and supporting data-driven decision-making with well-documented research findings

Contract Freelance Designer
APR 2020 -

- Served both corporate and independent clients across industries such as electronics manufacturing, tech, fitness, and music. Designed posters, publication layouts (catalogues, magazines), motion graphics, landing pages, product packaging, digital advertisements, logos, infographics, banners, illustrations, social media posts for over 20+ companies, and merchandise

SKILLS

- UX Design
- UI Design
- Design Systems
- Visual Design
- Brand Design
- Agile
- User Research
- Wireframing
- Prototyping
- Web + Mobile Design

TOOLS

- Figma
- Sketch
- Invision
- Miro
- Jira
- Procreate
- HTML/CSS
- Adobe XD
- Photoshop
- Illustrator
- After Effects
- Premiere Pro