

# Michelle Baamonde

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## EXPERIENCE

### Freelance Product Designer Aug 2020 - Present

Designed a new mobile app for Uncover More, an online platform that provides curated recommendations of New York City experiences.

- Worked with client to define project goals and requirements.
- Conducted competitive analysis and 1-on-1 interviews with target users to identify pain points and ideate solutions.
- Designed user flows, low-to-high fidelity wireframes, and interactive prototypes to demonstrate product features that meet user needs.
- Performed usability testing to uncover issues and apply feedback.
- Built a design system from existing logo and branding by incorporating colors, typography, and imagery that reflect the brand.
- Composed the final design file with notes and UI assets to hand off to the developer for implementation.

### Brand Partner Solutions Coordinator Sep 2018 - Sep 2019 IPSY | New York, NY

- Managed the planning and execution for brand marketing campaigns for 75+ beauty brands.
- Analyzed data to compose 100+ post-campaign reports detailing total campaign value, product performance, and consumer feedback.
- Partnered with developers to onboard new brands to the marketplace platform and debug site and dashboard issues.
- Collaborated with content and e-commerce teams to manage launch schedules and edit copy on product pages, emails, and collateral.
- Facilitated brand founder interviews, unboxings, takeovers, and produced video content for social media.

### Senior Customer Care Agent, Instagram Lead Nov 2014 - Sep 2018 IPSY | New York, NY and San Mateo, CA

- Led the Social Support team, trained & mentored 20+ agents, and responded to customers via social media, email, and phone.
- Replied to Better Business Bureau complaints by researching escalated cases and developing resolutions for customers.
- Designed a weekly internal newsletter showcasing team achievements and customer feedback.
- Compiled weekly reports of Instagram metrics and trends of customer sentiment for the content team to create on-brand messaging.

## ABOUT

Product designer with a background in customer service and client services. I use communication and empathy to uncover ways of making people's lives easier.

## EDUCATION

### Designlab UX Academy Certificate in UX Design Nov 2019 - Jul 2020

### New York University Bachelor of Science in Media, Culture, and Communication Minor in Psychology Honors Scholar Sep 2010 - Jan 2014

## TOOLS

Figma  
Sketch  
InVision  
Marvel  
Webflow

## SKILLS

UX Design  
UI Design  
Responsive Design  
Interaction Design  
User Research  
Sketching  
Wireframing  
Prototyping  
Usability Testing  
HTML + CSS  
Project Management