# Michelle Baamonde

## EXPERIENCE

### Freelance Product Designer

**True Patient Experience** / Jun 2021 - Present

- Designing a mobile app that helps people find surgeons and review surgical experiences.

**Twisted Lily** / Apr 2021 - Present

- Collaborating with brand manager and designer to add a feature to the e-commerce website that helps customers discover fragrances.

**Uncover More** / Aug 2020 - Dec 2020

- Designed the MVP for Uncover More, an iOS and Android mobile app for discovering new experiences and events in NYC. Launched in March 2021, reaching 1K+ downloads within first week.

- Incorporated competitive analysis and user interview insights into wireframes and prototypes. Conducted usability testing and synthesized research for iterations.

- Established a basic design system that complements current branding.

### Brand Partner Solutions Coordinator

**IPSY** / Sep 2018 - Sep 2019

- Managed the planning and execution of marketing campaigns for 75+ beauty brands across multiple programs.

- Analyzed data to create 100+ post-campaign reports to highlight successes and product opportunities.

- Partnered with engineers to onboard 18 brands onto the Shopper marketplace, and to debug site and dashboard issues.

- Created 100+ project briefs and QA'd product pages and emails.

- Redesigned form and deck templates to adhere to brand guidelines and make it easy to find relevant information.

### Senior Customer Care Agent, Instagram Lead

**IPSY** / Nov 2014 - Sep 2018

- Provided support to IPSY's 3M+ members via social media and email, performing 10% above benchmark with an average CSAT of 96%.

- Trained and mentored 20+ agents to research escalated cases and develop resolutions for customers.

- Designed 130+ editions of a weekly newsletter to share team achievements and customer feedback with the entire company.

## CONTACT

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## EDUCATION

**Designlab UX Academy**

Nov 2019 - Jul 2020

Certificate in UX/UI Design

**New York University**

Sep 2010 - Jan 2014

B.S. in Media, Culture, and Communication

Minor in Psychology

Honors Scholar

## TOOLS

Figma
Sketch
InVision
Marvel
Webflow

## SKILLS

User Research
Information Architecture
Interaction Design
Visual Design
Branding
Wireframing
Prototyping
Usability Testing
HTML + CSS
Project Management