

Michelle Baamonde

Product Designer

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EXPERIENCE

Freelance Product Designer

Aug 2020 - Present

Client: Uncover More

- Designed a mobile app that helps people discover new experiences in NYC from concept to launch as the sole designer.
- Incorporated research insights into user flows, wireframes, and interactive prototypes to communicate designs to developers.
- Conducted usability testing and applied feedback to iterations.
- Established UI library to complement existing branding.
- Launched March 2021, reaching 1K+ downloads within 1st week.

Brand Partner Solutions Coordinator / IPSY

Sep 2018 - Sep 2019 / New York, NY

- 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 on 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 / New York, NY and San Mateo, CA

- Provided support to IPSY's 3M+ members via social media and email, performing 10% above benchmark expectations with an average customer satisfaction score 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.
- Advocated for customers by reporting social media trends to ensure content is consistent, engaging, and informative.

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