


# Michelle L. Lao

SENIOR UI DESIGNER FOR WEB, TV & MOBILE

<http://michellelao.github.io/littledesigngeek/> 

<https://www.linkedin.com/in/michellelao> 

michellelao.ai@gmail.com 

(224)795-3509 

## SUMMARY

**I create engaging interactions and beautiful visuals.**

Motivated by my life-long curiosity in how people interact with technology, I love tackling design problems by finding innovative solutions that create seamless and delightful experiences.

## SKILLS

Photoshop	<div></div>	Unity	<div></div>
Illustrator	<div></div>	Material Design	<div></div>
InDesign	<div></div>	Responsive Web	<div></div>
AfterEffects	<div></div>	User Test, A/B Test	<div></div>
HTML/CSS	<div></div>	Style Guide	<div></div>

## EXPERIENCE

### NVIDIA CORP

Oct 2015 - Present

#### Senior User Interface Designer

Create on-brand visuals for a seamless gaming experience across web, TV, and mobile platforms  
Build a design framework that enforces visual consistency and facilitates UI development  
Design layout and icons on Android platform that utilize Material Design guidelines  
Interview new design hires, draft design exercises, and assess candidate qualification  
Collaborate across teams to customize products for international partners and releases  
Present to and work with key stakeholders and integrate feedback into next iteration cycle

### SAMSUNG ELECTRONICS AMERICA

May 2014 - Aug 2015

#### Senior Visual and Interaction Designer

Brainstormed, wireframed new features, and conducted user research on usage patterns and usability  
Presented research and design recommendations to executives and stakeholders  
Designed and developed prototype with HTML, CSS, and JavaScript, incorporating Google Analytics  
Documented visual and interaction design specifications for development

### LUCKITY .COM

Apr 2012 - May 2014

#### Lead Web Designer, Illustrator

Productized new features, built information architecture, and re-designed the interface  
Interviewed new hires for design positions and worked with third party designers  
Directed marketing efforts and designed materials to support weekly email and social media campaigns  
Increased conversion by examining success metrics in order to outperform existing campaigns

### FREELANCE

2007 - Present

#### Web, Mobile, and Game Designer, Illustrator

Create UI, music, and levels for games that were sold and played over 60,000 times  
Consult clients on best practices on user research, design and user experience  
Collaborate with developers and artists to deliver projects under tight deadlines  
Productize, wireframe, design, and develop websites and mobile apps from concept to finish

## EDUCATION

### University of Illinois at Urbana-Champaign, May 2011

Cum Laude, Dean's List, James Scholar GPA: 3.82/4.00  
Bachelor of Sciences in Advertising, Psychology  
Minor in Music and Informatics

## ABOUT

### I'm a musician, gamer, rock climber, and MMA fighter.

I travel around the world, climb, hike, and train in Mixed Martial Arts. I play guitar and piano, sing, and perform with a loop pedal. I also play and produce music for my indie rock band.