


Michelle L. Lao

SENIOR UI DESIGNER FOR WEB, TV & MOBILE

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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 

Illustrator 

InDesign 


AfterEffects 

HTML/CSS 

Material Design 

Responsive Web 

Wireframing 

User Testing 

Style Guide 

EXPERIENCE

NVIDIA CORP

Oct 2015 - Present

Senior Visual 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.