

Michelle L. Lao

WEB & MOBILE **VISUAL & INTERACTION DESIGNER**

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SUMMARY

I create intuitive interactions and beautiful visuals.

Designing for the web since 2004, I'm a self-starter who loves learning about the art of human-computer interaction and finding clean, delightful solutions to meet design challenges.

EXPERTISE

Photoshop	=====	HTML	=====
Illustrator	=====	CSS	=====
InDesign	=====	JavaScript	=====
Flash	=====	jQuery	=====
Premiere	=====	Git	=====

EXPERIENCE

SR. VISUAL & INTERACTION DESIGNER

SAMSUNG ELECTRONICS AMERICA

May 2014 - Aug 2015

Design and develop prototype with HTML, CSS, JavaScript and implement Google Analytics
Brainstorm, design and follow up with the execution of new feature and UI elements
Conduct user research on app usage patterns and usability of app features
Present research and design recommendations to executives and stakeholders
Create visual and interaction specification, verify implementation and user-test new features

WEB, MOBILE & GAME DESIGNER, DEVELOPER

FREELANCE

July 2007 - Aug 2015

Build products from ideation, wireframe, design, and development in under 72 hours
Consult clients on best practices on user research, design and user experience
Create illustration, music, and video for Kickstarter and marketing campaign
Design UI, music, and levels for web games that were sold and played over 60,000 times
Collaborate with multiple teams to create working prototype under tight deadlines
Productize, wireframe, design, and develop websites and mobile apps from concept to finish

LEAD WEB DESIGNER, ILLUSTRATOR

LUCKITY

April 2013 - May 2014

Productized new features, organized information architecture, and re-designed the interface
Created new game illustrations and art assets monthly to provide fresh content
Worked with third party designers and interviewed new hires for design positions
Directed creative marketing efforts to support weekly and monthly email, social media campaigns
Increased conversion by creating new marketing visuals weekly to outperform existing ones

WEB DESIGNER, ILLUSTRATOR

LUCKITY

April 2012 - March 2013

Concepted, Wireframed, and designed the website and web game console
Created over 20 new game assets and graphically enhanced existing games
Designed over 1000 online and print marketing material

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 am a musician, rock climber, hiker, and MMA fighter.
I play guitar and sing at the local Open Mic at Red Rock Cafe, and I'm known as the girl with the looper.