

# michelle phillips

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## Experience

### The Walt Disney Company, Enterprise Service Management Intern

- Developed and published nine knowledge articles on Disney's internal IT platform to give users helpful information to successfully use company services.
- QA and UAT tested 500+ catalog items to ensure new functionalities for the latest IT portal experience.
- Delivered security initiatives in support of Enterprise Service Management that put business-facing services in one accessible location.

January to June 2019

### General Mills Marketing Solutions and Operations, Analyst Intern

- Evaluated and improved user experience for leading brand sites including Cheerios, Gold Medal Flour, Chex and Yoplait.
- Provided digital marketing solutions for web assets and design guidelines to create an efficient and enjoyable experience for users.
- Implemented strategies to improve design and development functions for branded sites that cut cost, improved SEO and production time.

June to August 2018

### The Michigan Daily

#### • Managing Design Editor

- Managed a staff of 30+ designers to ensure creation of compelling visual graphics.
- Introduced the implementation of a style guide to enhance our readers's online experience and enforce universal design principles across production.
- Improved design of several special publications including The Statement Magazine, Best of Ann Arbor and the New Student Edition.

December 2016 to December 2017

#### • Front End Developer/UX Designer

- Provided insights regarding how users were using the mobile app to enhance specific features and usability to provide a better experience.
- Created personalized user dashboard wireframes along with documenting a user first strategy for mobile on-boarding.

January 2017 to October 2018

#### • Columnist

- Wrote compelling columns published in the opinion section illustrating relevant campus issues; bi-weekly.
- Worked with managing and senior editors to hone my writing skills and create impactful pieces.
- Articles published in our print publication and online.

January to December 2017

### Oakland County Information Technology, UX Web Design Intern

- Played a pivotal role in reshaping the layout of the Oakland County, Michigan Website (oakgov.com).
- Worked with county professionals to strategize ways to enhance end user experience by creatively marketing their content to bring more awareness to community issues, upcoming events, and other important information.
- Sites included: aviation, pet adoption, project management office, veterans, board of commissioners and others.

April to August 2017

### Gaco Sourcing, Freelance Graphic Design

- Helped to redesign and market our client's brands to ensure online visibility from a wider audience.
- Created logos, graphics and apparel for companies such as p.volve fitness and cuvee beauty. Redesigned company business cards.
- Collaborated with executives to design products that suited the company's evolving needs and worked to provide recommendations on how to market their products and services to consumers.

August 2017 to January 2019

## Education

### University of Michigan School of Information

Concentrating in UX Web Design

### Ross School of Business

Cappo Sales and Marketing Track

GPA 3.55

Class of 2020

## Skills

### Coding Languages

C++ Python

SCSS SQL

HTML Git/Github

### Informatics

Information Architecture

UX Research

Digital Marketing Strategy

Application Management

Website Production Strategy

### Design Programs

Illustrator

InDesign

Sketch

Premier Pro

### Additional

Public Speaking

Journalism

Event Planning

Scheduling

## Awards and Honors

J.P. Morgan Chase Co.

Electrical Engineering and

Computer Science Showcase

Grand Prize Winner April 2017

## Involvement

Spoon University

UMich Relay for Life

The Michigan Daily Web Team

Central Student Government  
Campaign

Michigan Council of Women in  
Technology