

# MICHELLE DAVID

## UX/UI Designer

[michelledavidesigns.com](http://michelledavidesigns.com)

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## SKILLS

### Design

UX/UI design • Product design • Interaction design • Journey maps • User flows • Wireframes Prototypes • Information architecture Agile methodology • Workflows • Mockups Personas • Branding • Visual identity • Design system • Illustration • Digital design

### Research

User interviews • Usability testing  
Product strategy • Heuristic evaluation  
Analytics • Consumer insights • Competitive analysis • Design thinking

### Toolkit

Illustrator • Indesign • Photoshop •  
Lightroom • After Effects • Adobe XD  
Figma • Sketch • Visual Code • InVision

Word • Powerpoint • Excel •  
Outlook • G-Suite • Slack • HTML/CSS

## EDUCATION

### Thinkful, Remote

UX/UI Design Immersion  
July 2020–December 2020

### School of the Art Institute of Chicago (SAIC), Chicago IL

Bachelor of Fine Arts, emphasis in  
Visual Communication  
Merit Scholarship Recipient, June 2018.

## CERTIFICATIONS

### Brand Management: Aligning Business, Brand and Behaviour

Coursera, July 2021

## PROFESSIONAL EXPERIENCE

### UX/UI Design Specialist

*RehabPulse, Remote*

*August 2021–Present*

- Sole designer for a small start-up (25-30 employees), collaborating with marketing director and 3 back-end developers, to optimize DME (durable medical equipment) sales platform for approximately 100+ customers (B2B and B2C) weekly.
- Spearhead end to end user experience and interactive design process to increase RehabPulse insurance portal retention rate by 20% for B2B users.
- Conducted user research and redesigned the homepage, product pages and checkout system to improve SEO discoverability.
- Conceptualize user flows and designing responsive high fidelity prototypes to present to CEO and business stakeholders monthly.
- Decreased product page bounce rate up to 10-20% and increased website speed by approximately 30% using Pagespeed Insights on Google.

## PROJECTS

### Cooking With Ease

*Cooking and recipe website designed to walk users step by step on how to cook easy and healthy meals with the ingredients they have on hand.*

- Solely designed a responsive website and mobile experience with the goal of 40% first-time user acquisition rate.
- Validated final product with usability testing, surveys and interviews with 15 participants leading to 90% positive responses.

### Bus.It

*App created for locals riders to view bus arrival times.*

- Created user flows, storyboards and wireframes for MVP prototype within 2 weeks.
- Conducted usability test with 15 riders to rate the efficiency of the app; received 100% positive reviews.

## VISUAL DESIGN

### Brand Consultant and Visual Designer

*Freelancer, Honolulu, HI*

*August 2019–June 2021*

- Consulted and strategized with 5 local business owners, including beauty, fitness, holistic health and hospitality, to develop website and social media branding
- Created brand assets, logo variations and a visual style guide increasing customer traction by 10%.

### Graphic Designer

*Carol Fox And Associates, Chicago, IL*

*June 2018–July 2019*

- Sole in-house graphic designer creating print/digital advertisements for clients, including Hofbrauhaus Rosemont, increasing revenue and conversion rate by approximately 15-20%.