Michelle J Lao

SENIOR UI DESIGNER FOR WEB, TV & MOBILE

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SUMMARY

I create engaging and beautiful designs.
Motivated by my life-long curiosity in how people experience technology, I tackle design problems by finding visual solutions that create seamless and delightful experiences.

SKILLS

- Photoshop
- Illustrator
- InDesign
- AfterEffects
- HTML/CSS
- Sketch
- InVision
- Material Design
- Responsive Web
- Style Guide

EXPERIENCE

SUGARCRM
Nov 2018 - Present

Senior Lead Visual and UX Designer
Create and manage visual assets for all SugarCRM's product lines across web and iOS platforms
Represent the design team and show work-in-progress at company-wide meetings regularly
Improve designs for existing products and work with team members to oversee implementation

NVIDIA CORP
Oct 2015 - Oct 2018

Senior Visual Designer
Create on-brand visuals for a seamless gaming experience across web, TV, and mobile platforms
Build a visual design framework that enforces consistency and facilitates UI development
Design layout and icons on Android that utilize Material Design guidelines
Interview new hires, draft design exercises, and assess candidate qualification
Present to and work with key stakeholders for international markets

SAMSUNG ELECTRONICS AMERICA
May 2014 - Aug 2015

Senior Product Designer
Brainstorm, wireframe new features, and conduct user research on usage patterns and usability
Present research and design recommendations to executives and stakeholders
Design and develop prototype with HTML, CSS, and JavaScript, incorporating Google Analytics
Document visual and interaction design specifications for development

LUCKITY .COM
Apr 2012 - May 2014

Lead Web Designer, Illustrator
Productize new features, build information architecture, and re-design product website
Direct marketing efforts and design materials to support weekly email and social media campaigns
Increase 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 rock climber, gamer, and musician.
I enjoy outdoor climbing, hiking, and camping trips, and I love traveling the world. I play guitar and piano, sing, and perform with a loop pedal. I also play in an indie rock band.