MICHELLE LEONARD

Sr. User Experience Designer + Manager

City National Bank - Los Angeles, CA   Dec 2018 - present
Sr. *User Experience Lead (contract role)*

- Brainstorm and collaborate with product, business system analysts, developers, and other stakeholders to identify user interface needs and define use cases for enterprise credit risk analysis loan software.
- Provide an initial list of usability ideas, questions, and suggestions during requirement-gathering phase.
- Develop UX/IA documentation (outlines, process flows, sketches, scenarios, site maps, wireframes, and interactive prototypes)
- Conduct research on new and emerging UX/UI trends to educate and keep current and forward thinking.
- Create visual design systems and comps/ visual design deliverables for the team.

ZED Connect - Calabasas, CA   October 2017 - Dec 2018
User Experience Manager

- Led the UX design for a B2C and B2B platforms for vehicle analytic insights.
- Collaborated with teams across senior management, product management and engineering to continuously improve the customer journey.
- Research and developed user personas using various analytics, a/b testing and heatmap tools.
- Develop wireframes to illustrate flows, ux design and customer journeys with data from a/b testing and user testing.
- Led and mentored a team of designers in the research and development of mobile applications for electronic logging devices and vehicle health diagnostics.

Cast & Crew Entertainment Services - Burbank, CA   December 2016 - October 2017
Lead UX Designer

- Brought in as a consultant with Optimity to re-brand and improve the overall user experience of the Payroll suite applications. By using rapid prototyping with interaction designer in order to showcase new product enhancement to business, I was able to impress both engineering and product teams and was recruited to become a full time employee of Cast & Crew.
- Directed the UX design for over 7 applications, both existing and new.

Optimity Advisors - Culver City, CA   April 2016 - December 2016
Art Director/ Sr. UX Designer

- Successfully led and implemented a re-design for Fox Entertainment Group to merge 3 of their 18 year old legacy reporting systems.
- Led the UX and oversaw Jr. UX/UI team on various responsive website UX and interaction enhancements for varions media and entertainment clients enterprise and consumer facing applications.

Kantar Consulting - Los Angeles, CA   January 2012 - August 2015
Senior UX/UI Designer

- Led the UX and UI for multiple consumer facing responsive surveys, enterprise reporting portals, charts, pdf reports and email templates for a global iconic automotive brand.
- Created custom vector icons and high fidelity pixel perfect designs.
- Led all digital UX efforts for other fortune 500 clients such as Ford and Tiffanys to measure customer experiences.

MICHELLE LEONARD
Sr. User Experience Designer + Manager

Young Hollywood - Los Angeles, CA   August 2007 - December 2011
Manager of User Experience

- Executed re-design and managed the user experience and design of the celebrity entertainment website.
- Hosted and produced 75+ pop culture news segments.
- Created all high fidelity web designs, digital ad banners, social media collateral and video opens.

Oracle (formerly Notiva) - Eden Prairie, MN   September 2002 - March 2005
Creative Services Manager & UX/UI Designer

- Designed and maintained all company creative design for digital and print.
- Designed the UX/UI of client based Collaborative Office application for top clients Target and Walgreens.

techies.com - Bloomington,MN   August 1999 - August 2002
UX/UI Designer

- Designed UX/UI for consumer and client technoogy job search board board application.
- Executed usability tests and created user flowcharts and wireframes and worked cross team to create user stories.

EDUCATION
University of Wisconsin – Madison, Madison, WI
- B.A. in Advertising and Design, School of Journalism

TOOLS
Adobe Creative Suite, Axure, Sketch, Zeplin, InVision, Fluid UI, Marvel, UXpin, Proto.io, Craft, Joomla, Wordpress, Drupal, Jira, Rally, GitHub, Office Suite, Trello, Confluence, Asana

SKILLS
Agile, SaaS, Mobile app developement, iOS, Android, User Research, Wireframing, e-Commerce, Sketching, Interaction Design, Responsive design best practices, Design thinking, Vector icon creation, Typography, HTML, CSS, JavaScript, Project Management, Social Media Management, Google Analytics, Copywriting, Blogging, Public speaking, mentoring