

# MICHELLE LEONARD

**ZED Connect** - Calabasas, CA  
*User Experience Manager*

October 2017 - present

Lead the UX design for a B2C and B2B platform for vehicle analytic insights. Collaborate with teams across Senior management, product management and engineering to continuously improve the customer journey. Research and develop 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. Lead and mentor a team of designers in the research and development of mobile applications for electronic logging and vehicle health diagnostics.

**Cast & Crew Entertainment Services** - Burbank, CA  
*UX Manager*

December 2016 - October 2017

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 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 existing and new.

**Optimity Advisors** - Culver City, CA  
*Art Director/ Sr. UX Designer*

April 2016 - December 2016

Successfully led and implemented a re-design for Fox Entertainment Group to merge 3 of their 18 year old legacy reporting systems. After UAT and Beta the application decreased the amount of the time it took employees to define search criteria and run their report by 23%.

Led the UX and oversaw Jr. UX/UI team on Skinn Cosmetics responsive website enhancements. Was tapped to make the tablet experience more enjoyable and mobile friendly as well as created a more streamlined checkout process that has since increased sales by 14% and decreased cart abandonment by 8%.

**Added Value** - Los Angeles, CA  
*Senior UX/UI Designer*

January 2012 - August 2015

- Led the team on 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.

**Young Hollywood** - Los Angeles, CA  
*Manager of User Experience*

August 2007 - December 2011

- 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  
*Creative Services Manager & UX/UI Designer*

September 2002 - March 2005

- 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 Walgreen's.

# MICHELLE LEONARD

**techies.com** - Bloomington, MN  
*UX/UI Designer*

August 1999 - August 2002

- Designed UX/UI for consumer and client technology job search 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

## SKILLS

Agile, SaaS, Mobile app development, Adobe Creative Suite, Axure, Sketch, Zeplin, InVision, Fluid UI, Marvel, Wireframing, e-Commerce, Sketching, Responsive design best practices, Vector icon creation, Typography, HTML, CSS, JavaScript, Joomla, Wordpress, Drupal, Jira, Rally, GitHub, Office Suite, Project Management, Social Media Management, Google Analytics, Copywriting, Blogging