

MICHELLE LEONARD

USER EXPERIENCE PROFESSIONAL

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<http://designermichelle.com>

EXPERIENCE

RPA, Santa Monica, CA – Associate, UX Director

May 2019 - PRESENT

Lead a team of UX designers while working with cross functional teams to implement enhancements and new features on the Honda Automobiles national responsive website.

City National Bank, Los Angeles, CA – Sr. UX Design Lead (contract)

DEC 2018 - MAY 2019

Brainstormed and collaborated 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. Provided an initial list of usability ideas, questions, and suggestions during requirement-gathering phase. Developed UX/IA documentation (outlines, process flows, sketches, scenarios, site maps, wireframes, and interactive prototypes) and led and created visual design systems and comps/ visual design deliverables for the team. Mentored Jr. Designers.

ZED Connect, Calabasas, CA – UX Manager

OCT 2017 - NOV 2018

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. Developed wireframes to illustrate flows, UX design and customer journeys with data from A/B testing and user testing. Led and mentored a team of 4 designers in the research and development of mobile applications for electronic logging and vehicle health diagnostics.

Cast & Crew Entertainment, Burbank, CA – Lead UX Designer

JAN 2017 - OCT 2017

Brought in as a consultant with Optimity to re-brand and improve the overall user experience of the Payroll suite of 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.

ABOUT

I am a highly innovative, passionate and efficient UX leader with 15+ years of experience developing various brands into successes in an entrepreneurial hi-tech environment.

SKILLS

TOOLS

Sketch
Invision
Abstract
Zeplin
Axure RP
Adobe Creative Suite
Atlassian Products

RESEARCH METHODS

Surveys
Card Sorting
User Interviews
Journey Mapping
Findings and Recommendations

DESIGN

Mood Boards
Site Maps
User Flows
Storyboards
Wireframes
Prototypes
Style guides
Design Systems

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

APR 2016 - JAN 2017

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 team on various responsive website UX and interaction enhancements for various media and entertainment clients, both enterprise and consumer facing applications.

Kantar (formally Added Value), Universal City, CA – Sr. UX Designer

MAR 2013 - AUG 2015

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, Harley-Davidson. Led all digital UX efforts for other fortune 500 clients such as Ford and Tiffanys to measure customer experiences.

Young Hollywood, Los Angeles, CA – UX Manager/Host/Producer

AUG 2007 - DEC 2011

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

Oracle (formerly Notiva), Minneapolis, MN – Sr. UI Designer

SEPT 2002 - MAR 2005

Designed the UI for client based Collaborative Back Office application for top clients Target and Walgreens. Led design and maintained all company creative brand for website and print.

techies.com, Minneapolis, MN – User Interface Designer

SEPT 1999 - SEPT 2002

Designed UX/UI for tech professionals and recruiter matching technology job board application.

EDUCATION

University of Wisconsin-Madison, Madison, WI

AUG 1994 - MAY 1998

BA in Journalism specializing in Design

AWARDS

Mark Wilks Award for Design and Innovation, Harley-Davidson CXI

VOLUNTEERING

Encino Charter Elementary School, Gala Committee Design Chair

AUG 2017- PRESENT

