



Hi, my name is Michelle,
but you can call me Mitch.

CONTACT

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🌐 hintofmitch.com

📍 Brooklyn & Buffalo, NY

SKILLS

Professional

- Figma/Sketch/Invision
- Google/Microsoft Suite
- Presentation
- Data Analysis
- User Research
- User Interviews
- Usability Testing
- Hubspot / WordPress
- Adobe Creative Suite
- Digital Accessibility

EDUCATION

User Experience Design

General Assembly
2018

Marketing & Advertising

Syracuse University
2008 - 2012

ABOUT ME

I am an **adaptable and enthusiastic** UX/UI Designer, who loves to find **simple solutions for complex problems**. I am **most happy when creatively collaborating** with others. My unique strength is being able to **analyze and interpret data** into actionable design solutions.

WORK EXPERIENCE

Senior User Experience Designer

JPMorgan Chase | *June 2023 - Present*

Design for and manage products that enable small business owners (SBOs) to accept and manage card payments, across web and native apps. Work cross-functionally with Product, Tech, Research, and Content to deliver user-focused improvements while adhering to Chase's design system and accessibility (ADA) guidelines.

UX/UI Senior Strategist, US

Contentsquare | *Jan 2022 - Feb 2023 (1 year and 2 months)*

Focused on strategically elevating UX/UI resources across Marketing, Web Development, Customer Success, and Sales.

- Designed digital experiences for global marketing campaigns and corporate brand. Website redesign resulted in:
 - Reduced bounce rate by 22% YoY
 - Increased inbound CVR by 12% YoY
 - Increased inbound leads by 140% YoY
 - Increased pipeline by 120% YoY
- Conducted quantitative data analysis and usability tests of the corporate site.
- Provided educational UX/UI thought leadership and resources for both prospective customers and internal teams through webinars and events, guides, articles, and video content.
- Provided UX Design consultation rooted in data analysis and design theory to strategic prospective customers as support to Enterprise Sales team.

UX/UI Design Lead

Contentsquare
Jan 2021 - Dec 2021 (1 year)

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UX/UI Designer

Contentsquare
Jan 2019 - Dec 2020 (2 years)

In this professional services role, I consulted clients on design solutions based on quantitative data analysis through the use of mockups, prototypes, and benchmarks. Interpreted user behavior data across millions of interactions across 100+ client experiences to make actionable recommendations. Managed the UX services catalog, and developed client workshops to decrease time to value based on platform insights. Trained all incoming team members and directly managed US team members.