



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

UX/UI Designer by day, painter and
ramen-eater by night. Beach and surf lover.

CONTACT

✉ mylee725@gmail.com

☎ +1 862-228-2556

💻 hintofmitch.com

📍 Brooklyn, NY

ABOUT ME

I am an **adaptable and energetic** UX/UI Designer, who loves to find **simple solutions for complex problems**. I am **most happy when creatively collaborating** with others. I've had the unique opportunity to **observe millions of user behavior data points across multiple industries and hundreds of clients** through a digital experience analytics platform. My core experience comes from being able to analyze and interpret data into actionable design solutions.

SKILLS

Professional

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

EDUCATION

User Experience Design

General Assembly
2018

Marketing & Advertising

Syracuse University
2008 - 2012

WORK EXPERIENCE

• UX/UI SENIOR STRATEGIST, US

Contentsquare | Jan 2022 - Feb 2023 (1 year)

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

- Consulted on and designed digital experiences for global marketing campaigns. Redesigned the UX of the corporate brand site resulting 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 (using Contentsquare) and usability tests of the corporate brand experience to inform new iterative designs or A/B tests.
- Provided thought leadership on UX/UI-related topics targeted for prospective customers, presenting at webinars and events, writing guides and articles, and creating video content.
- Created educational UX/UI resources with Product Education, distributed across various channels spanning Customer Success.
- Provided custom support to Enterprise Sales team during pitches to strategic prospective customers, creating real-life scenarios of iterative design processes with quantitative data analysis in mind.

• UX/UI DESIGN LEAD, US PROFESSIONAL SERVICES

Contentsquare

Jan 2021 - Dec 2021 (1 year)

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UX/UI DESIGNER, US Professional services

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.