


# Michelle Wegenstein

## Product Designer

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### RELEVANT EXPERIENCE

#### Product Designer / ClearMetal

Dec 2017 - Present

- Conduct user research, create wireframes, prototypes and high-fidelity visuals for product
- Research industry and user problems in order to ideate and design solutions
- Test and iterate on current features (both prototyped and implemented) based on customer feedback
- Collaborate on product roadmap, manage feature releases and product communication to customers

#### Lead Designer / Shift.org

Feb 2017 - Oct 2017

- Led product and design strategy as first design hire
- Executed the development process and managed the product roadmap and prioritization of user and business needs in collaboration with CEO and engineering leadership
- Designed the user experience underlying customer communication and marketing strategies
- Conducted user research, created prototypes and high-fidelity visuals, and implemented designs (visual frontend)

#### Product Design Consultant

Oct 2016 - Feb 2017

##### *Praiseworthy*

- Led a team designing a responsive dashboard providing store managers with actionable data on businesses and employees
- Managed client relationship and all phases of the design process from research and strategy to prototype

##### *Croissant*

- Led design studio to create low-fidelity and high-fidelity designs of a new iOS feature
- Designed and executed customer interviews, ran usability tests and iterated on designs from feedback

##### *YouCaring*

- Conducted user research and ideation for design of new iOS app

#### Web Developer / Looker

Feb 2015 - Oct 2016

- Built desktop designs into responsive and interactive web pages in HTML/SASS/jQuery and PHP, tweaking designs and UI for accessibility on all devices and browsers
- Researched, designed and prototyped the first responsive mobile experience of the product, which continues to be utilized in the sales process
- Managed redevelopment of company website leading up to Series C announcement, created styleguide and implemented modular development and design processes for web dev team

#### Frontend Engineer / Brightbytes

May 2014 - Feb 2015

- Built flat desktop designs into responsive and interactive HTML/SASS, tweaking designs and UI for accessibility on all devices and browsers ie9 and above to be used by a daily audience of over 4 million
- Built an internal front end framework replacing Bootstrap, which is still used in every BrightBytes product
- Created an efficient development process by turning repeated design patterns into Rails templates

### EDUCATION

#### University of Wisconsin - Madison

B.A. Communications - Rhetorical Sciences 2010

#### Tradecraft

Product Design - 2017

### SKILLS + EXPERTISE

Design Brainstorm

User/Market Research

Usability Testing

Task Flows

Personas/User Journey

HTML/CSS

Prototyping

Git

A/B Testing

### CITIZENSHIP

United States

Swiss (work permit  
European Union)