

# Michelle Sue Agee

## User Experience and Visual Designer

I am a Houston based designer with 3+ years of end-to-end experience creating digital products, as well as planning and facilitating community-building events. I love the strategic aspect of design where I collaborate with an integrated team to evolve and elevate the user experience and overall customer experience.

## Experience

### Designer at Poetic Digital

**Designer** / April 2019 - Present

- Led design 7+ projects through end-to-end strategic design process
- Cross-collaborate directly with strategists, product managers, stakeholders, and developers to translate their visions and constraints into beautiful, functional products
- Create documentation (e.g. user journeys, detailed annotated wireframes, etc) to facilitate conversations, build consensus, and help make decisions.
- Analyze web-analytics and translate feature requests into multiple solutions for website that attracts over 45,000 unique monthly visitors
- Maintain design system for large drupal websites

**Jr Designer I, II** / January 2018 - March 2019

- Worked iteratively to design, refine, and validate solutions for various custom home builder websites
- Collaborated directly with product manager and startup founder to gauge the usability of new and existing features and make suggestions for change
- Designed and helped to launch mobile app that was released to the Apple Store and Google Play
- Translated wireframes and mockups into responsive HTML/CSS components for hand-off. Assisted in visual QA for 60+ page website for launch. Our client won the 2018 Crystal Award from AMA HOU for most improved website.

*Poetic Digital is a 40 person creative and technology agency, specializing in Real Estate, SaaS, and Oil & Gas based in Houston, Texas. I have worked with over 20 clients including Rice University, The Greater Houston Partnership, and Asset Living.*

## Education

### The Creative Circus, Atlanta, GA

July 2015 - September 2017

**Interactive Design Certificate**

### The University of Alabama, Tuscaloosa, AL

August 2011 - May 2015

**B.A. in Communications and Information Sciences** Public Relations

**B.S. in Human Environmental Sciences** Hospitality Management, Event Planning



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### Skills

UX/UI Design

Art Direction

Prototyping

Product Strategy

HTML/CSS

Usability Testing

Community Organizing

### Tools

Figma / Sketch

Webflow

Adobe Creative Suite

Zeplin

GatherContent

### Industry Activities

**2021** Community Co-lead, Hexagon Houston

**2019-21** Webmaster, Bama Houston Alumni Chapter

**Apr. 2020**, Speaker, General Assembly's Brilliant Mind of a Designer Series

**Mar. 2020** Event Facilitator, Hexagon Houston Bookclub

**Jan. 2020** Panelist, UXPA Houston "Guess How I Ended Up In UX" event

**Oct. 2019** Event Facilitator, Hexagon Houston "How to UX Your Portfolio"

**Oct. 2019** Attendee, UX Ascend Conference

**Feb. 2019** Attendee, UX in Motion Workshop