

Michelle Honig

UX Designer

Portfolio: <http://www.michellehonigux.com>

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Education

UX Design, Lambda School (Remote)
2020

New York University (NY, NY)
Master of Arts in Costume Studies
(Fashion History), 2015

Brooklyn College (Brooklyn, NY)
Bachelor of Arts in Fine Arts, 2011

Skills

Programs: Figma, Sketch, Axure, Adobe XD, Principle, Miro, Zepelin, Photoshop, InDesign, Illustrator, Adobe AfterEffects, Google Analytics, parse.ly, Sailthru, Keynote, Excel, SEO, Skimlinks, CMS (WordPress and Symphony), HTML, CSS

Design: interviewing, writing, editing, user research, information architecture, usability testing, wireframing, design systems, mobile design, web design, visual design, prototyping, agile

Experience

UX Design Contractor, Cut + Clarity

September 2020—Present

- ◆ Redesigned the website for optimal user experience, which has successfully increased customer retention and has decreased user drop-off rate by approximately 50%
- ◆ Pinpointed user pain points for jewelry ecommerce platform through user research, interviews, and heuristic evaluations

UX Designer and Strategist, Freelance

September 2019—Present

- ◆ Led design sprints and stakeholder presentations to advocate for the user at Raheem, a social justice nonprofit combating police brutality
- ◆ Redesigned an end-to-end mobile app which increased efficiency of use by almost 20% and solved major user flow issues at BusStop, a school bus tracking app for parents
- ◆ Created functional and intuitive user interfaces at EnCon, a home energy tracking site

Fashion Writer, Freelance

December 2012—January 2020

- ◆ Wrote and reported on fashion, beauty, feminism and pop-culture for print and digital media outlets such as Vogue, Observer, Fashionista, Bustle and Racked

Style Writer and Editor, The Forward

January 2017—January 2019

- ◆ Developed and grew the website's first fashion vertical, overseeing its editorial calendar
- ◆ Launched and strategized e-commerce with affiliate links via Skimlinks and SEO to drive traffic. Tracked and analyzed analytics to reach monthly traffic goals
- ◆ Spearheaded social media strategy to drive audience, creating the Forward's first Instagram story. Conceptualized, directed and produced video content for web and social media

Editorial Intern, New York Observer

January 2015—June 2015

- ◆ Pitched story ideas and performed transcription and research projects for senior staff

Accessories Editor, JNSQ

January 2012—September 2013

- ◆ Wrote all accessory copy, pitched and executed multi-page feature stories for app-based magazine
- ◆ Created original layouts using Photoshop and InDesign