

Michelle L Lao

SR VISUAL DESIGNER FOR WEB, TV & MOBILE

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SUMMARY

I create engaging and beautiful designs.

Motivated by my life-long curiosity in how people experience technology, I tackle design problems by finding bold and innovative solutions that create seamless and delightful experiences.

SKILLS

Visual Design
Interaction Design
Illustration
Motion Design
User Research

Front End Web
Android Mobile and TV
iOS
Material Design
Prototyping

EXPERIENCE

SUGARCRM Senior Lead Visual and UX Designer

Nov 2018 - Present

Create and manage visual assets for all SugarCRM's product lines across web and iOS platforms
Represent the design team and show work-in-progress at company-wide meetings regularly
Improve designs for existing products and work with team members to oversee implementation
Refresh color palette and visual style guide to pass Web Content Accessibility Guidelines

NVIDIA CORP Senior Visual Designer

Oct 2015 - Oct 2018

Create on-brand visuals for a seamless gaming experience across web, TV, and mobile platforms
Build a visual design framework that enforces consistency and facilitates UI development
Design layout and icons on Android that utilize Material Design guidelines
Interview new hires, draft design exercises, and assess candidate qualification
Present to and work with key stakeholders for international markets

SAMSUNG ELECTRONICS AMERICA Senior Product Designer

May 2014 - Aug 2015

Brainstorm, wireframe new features, and conduct user research on usage patterns and usability
Present research and design recommendations to executives and stakeholders
Design and develop prototype with HTML, CSS, and JavaScript, incorporating Google Analytics
Document visual and interaction design specifications for development

LUCKITY .COM Lead Web Designer, Illustrator

Apr 2012 - May 2014

Productize new features, build information architecture, and re-design product website
Direct marketing efforts and design materials to support weekly email and social media campaigns
Increase conversion by examining success metrics in order to outperform existing campaigns

FREELANCE Web, Mobile, and Game Designer, Illustrator

2007 - Present

Create UI, music, and levels for games that were sold and played over 60,000 times
Consult clients on best practices on user research, design and user experience
Collaborate with developers and artists to deliver projects under tight deadlines
Productize, wireframe, design, and develop websites and mobile apps from concept to finish

EDUCATION

University of Illinois at Urbana-Champaign, May 2011

Cum Laude, Dean's List, James Scholar GPA: 3.82/4.00
Bachelor of Sciences in Advertising, Psychology
Minor in Music and Informatics

ABOUT

I'm creative and adventurous.

I play guitar, sing, and produce music in a rock band. I enjoy rock climbing and traveling the world. I bring inspiration from unique places to make bold and innovative designs.