MICHELLE LEE

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APPROACH

I'm a multi-faceted, hands-on, strategy and data-driven creative innovator and designer. I believe foundational user research and understanding the competitive landscape is key to breakthrough innovations that are based on user goals, preferences, motivation and workflows. UX and UI design brings insight, vision and planning to life, while evaluative research ensures the solution lives up to its full potential.

CAPABILITIES

Research, Strategy + Leadership / Foundational user, market and industry research, Product strategy, Evaluative research methods, Team building, Budget & timeline management

Design / UI/UX concept development,, product design and prototyping, Figma/ Sketch, InVision, basic html/css, Webflow, Wordpress, email marketing, social networking, display advertising

Motion, Video + Print / Adobe After Effects, Adobe Premiere, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, environmental design, pre-press production knowledge

EDUCATION

Art Institute of Philadelphia, Graphic Design and Communications

HOBBIES

Spending time outdoors with my husband and two Vizslas trail running Podcasts on psychology Creating in many mediums from knitting to painting to CNC art Playing board games Cooking and baking

EXPERIENCE

Product Designer / UX Researcher / Microsoft / Aug 2023 - Current
- Lead generative UX research to understand user goals, workflows, and values to identify product opportunities.
- Worked with TPMs to productize insight with product feature/function definition and prioritization based on identified user needs and goals.
- Iterative, responsive and accessible UX/UI design and prototyping developed with an eye towards core usability factors including: learnability, efficiency, memorability, error recovery and user satisfaction.
- Lead multi-stage evaluative user research to test and validate concepts and usability of early design prototypes, as well as coded feature usability testing.

Sr UX Designer and Researcher / Nuance Communications / Sep 2021 - Aug 2023
- Lead generative UX research to understand user goals, workflows, and values to identify product opportunities.
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Sr Visual Designer / Corvus Insurance / September 2020-Sep 2021
- Researched, evaluated and audited existing brand and developed, tested and refreshed brand visual direction
- Contributed to product design refresh & developing a visual design system and planned and executed a rollout of new visual design across marketing touchpoints. Helping to raise NPS score from 77 to 88 in 3 months.
- Advocated for a culture of research based creative and integrated testing into creative development process, evaluation and optimization, improving conversion rate of paid digital advertising in social platforms, dropping the cost per lead by over 40%
- Contributed to increased collaboration, operational efficiency and success

Strategy + Visual Design Consultant / Must be Clever / August 2011-September 2020
- Successful launch, rebranding and integrated marketing campaigns for 15+ national and global brands.
- Conceived go-to-market solutions for products and services incorporating creative strategy, vision, execution and production of identity and content development, responsive web design, digital marketing, social media engagement, print and package design projects spanning a wide variety of industries.
- Conducted consumer testing and KPI development, analytics and tracking to support data and insight driven solutions.

Marketing + Creative Lead / Neauvia North America / Remote / Aug 2019-May 2020
- Successfully introduced three medical aesthetic products to the North American market.
- Developed positioning, naming, identity, packaging and core brand assets leveraging market insight and consumers studies to deliver a direct to consumer skin care line poised for rapid growth.
- Executed end-to-end solutions for B-to-B and consumer marketing. Strategy, creative direction, package design, video, photo and content development and production.
- Spearheaded, refined and expanded educational offering to position brand as a growth partner in b-to-b space and upgrade customer experience.
- Formulated and managed annual marketing budget and timelines.
- Recruited, mentored and managed internal and freelance creative talent.

Brand Creative + Design Lead / Revlon Professional Brands / Denver, CO / Nov 2012-June 2014
- Amplified the success of seven brands across both domestic and global markets. • Art directed and produced print, packaging, photo, video and interactive projects for b-to-b and consumer promotional campaigns.
- Developed and refreshed brand identities, marketing campaigns and promotions to strengthen customer loyalty and grow awareness.
- Launched seasonal/annual collections and continuing ed programs with in-house educators to deliver fashion-forward looks, reinforcing relevancy of existing products and activating interest around new SKUs.
- Mentored and supervised workflow with internal and external creative talent.

Sr Art Director / Agency Side Branding and Advertising / New York, NY / Jan 2000-Nov 2012
- Envisioned and actualized full-service branding, advertising and marketing campaigns involving research, strategy, identity development and advertising.
- Championed a collaborative approach for client interaction, successfully pitching and selling-in creative concepts while building strong relationships.
- Defined and managed timelines and budgets for in-house creative and sourced, hired and oversaw freelancers and vendors.

NUANCE MIX OUTLINE MODE WITH COPILOT
User Research / UX Design

This effort was an exploration to reimagine how users create conditional dialog flows paired with an integration with OpenAI GPT to enable Mix users to more quickly and intuitively build applications.

Workshops with users were key to testing the feature and functionality fit of the concept agains real-world user needs and preferences, while further studies focused on how users want to interact with an AI assistant, what controls they needed to feel confident using an AI-backed solution, and which processes and tasks would benefit the most from automation and assistance.

Based on existing research, the concept also provides a focused way to create and view conversational paths that are possible within a conditional conversation design and easily share prototypes of experiences and design flows with business reviewers for approval
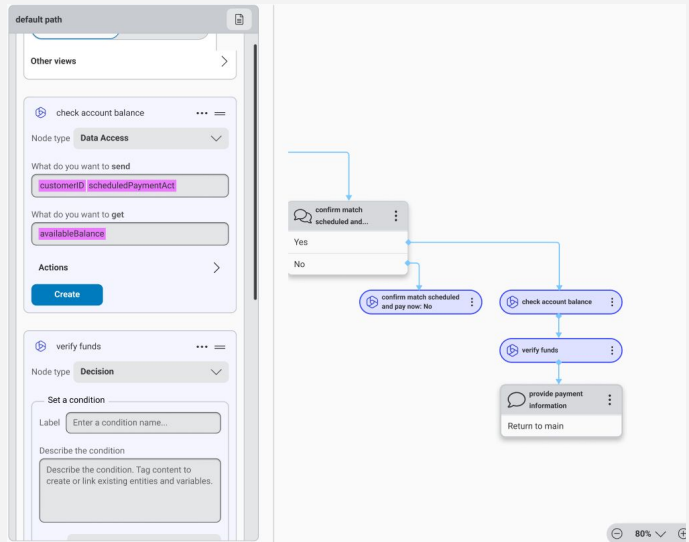
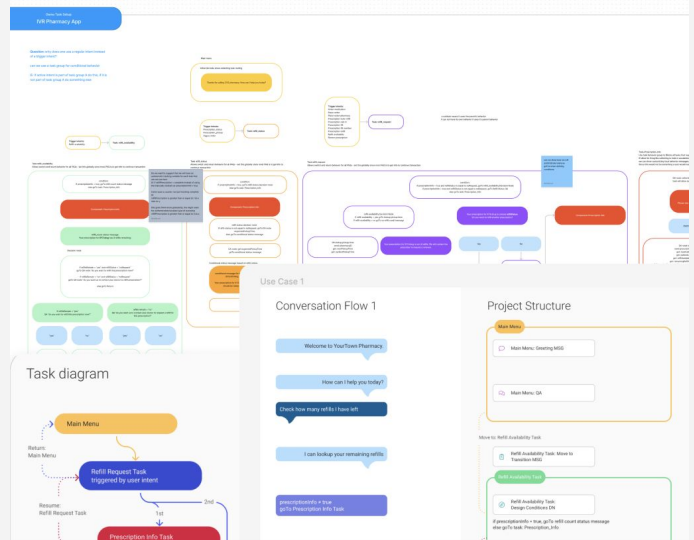View online   password: takeAlook

NUANCE MIX TASKS
User Research

Tasks were designed to give designers and developers more controls over a Mix application's behavior. For example, defining how the application will handle a new intent that is recognized, while users are in the middle of another Task.

Due to the size and scope of this effort, it was critical that we validate that the proposal would meet their needs and improve their capabilities and experience before this effort was added to the roadmap and consuming engineering effort.

User education was developed to teach users about the functional capabilities this feature would bring, while several rounds of evaluative research were aimed at getting a better understanding of how this proposal would fit with user needs, preferences and goals.
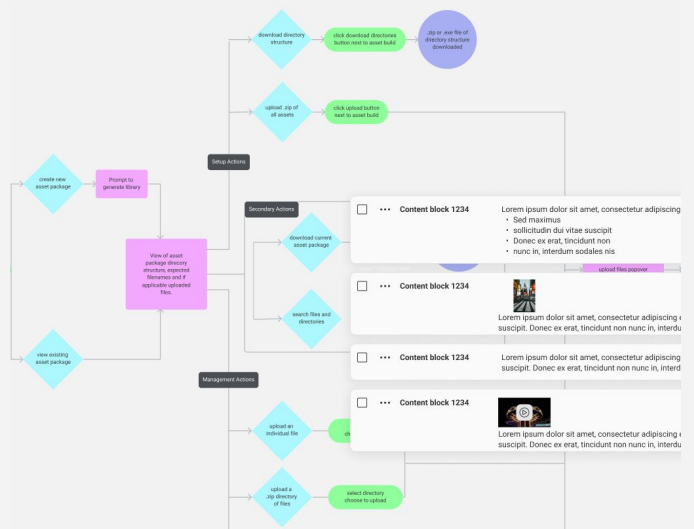
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NUANCE MIX CMS
User Research / Feature Mapping / UX Design

An understanding of the varying needs of different user roles when planning, adding, editing and managing content for a conversational AI application was a key to defining the core functionality for an MVP of this tool.

A deeper understanding of conditional and contextual parameters that affect how content is created, compared and maintained and how users collaborate with third party vendors led to the full feature exploratory prototypes.

The vision of where to start, coupled with the long-term idea of where we want to go, helped support conversations with product management and engineering to ensure that the foundational structure and capabilities would support immediate and future needs.

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