



Michelle Willson, Provisional RGD

I am Michelle Willson and I have the creative, technical, and usability design skills to ensure your customer has a positive experience. I specialize in abstract thinking, design solutions and visual impact.

HIGHLIGHTS

- Experience with design tools such as Adobe Creative Cloud, Sketch, and Invision
- Over a 7 years design experience creating full-brand/campaign designs, web design and print design.
- 2 years UX experience creating wireframes, high-fidelity mock-ups, prototypes, and user-friendly websites
- Highly creative and high attention to detail
- Strong collaboration skills with developers and Product designers

Extensive portfolio at www.willson.design

EXPERIENCE

VISUAL & UX DESIGN

Sherpa Creative // NOV. 18-CURRENT

- Developed user flows, wireframes, prototypes, and high fidelity visuals
- Lead UX design on new client projects
- Superior organizational skills with ability to multi-task, prioritize assignments, and meet tight deadlines
- Generate innovative concepts and designs from ideation to production-ready assets

VISUAL / UI DESIGNER / CONTRACT

Devotion // SYDNEY, AUS // AUG. 18-SEPT. 18

- Collaborated with team visual designers, UX Lead and Product Manager on local e-commerce website, including wireframing, prototyping and high fidelity mock ups
- Brought strategic insight and creative concepts from ideation to launch
- Participated in brainstorming, creative direction and production on other clients current projects

UX DESIGNER / CONTRACT

VML // SYDNEY, AUS // MAY. 18-JUN. 18

- Worked alongside UX Lead and UX designers collaborating on digital designs with total UX Department size of 8
- Daily tasks including wireframing, strategic thinking, information architecture, reviewing user flows and user journeys
- Applied user research and best practices (including SEO) while collaborating with Dev team in an agile work flow

VISUAL DESIGNER

Sherpa Creative // JUL. 16-OCT. 17

- Collaborated with strong team of 5 visual designers
- Specialized in brand identity development, online creative direction, business collateral, event/promotional marketing, indoor/outdoor signage and both print and digital forms of marketing
- Advanced experience with Adobe CC
- Collaborated resolve problem
- Articulated design rationale to Art Director
- Client and team focused

CREATIVE DIRECTOR

Loanerr Inc. // FEB. 16-APR. 16

- Drove innovation and creativity
- Implemented ideation sessions with team
- Assessed wireframes to ensure that user experience goals were reached
- Designed user interface for Mortgage Application Platform
- Directed Dev team in an agile environment to ensure UX and budget remained on task
- Knowledge and use of HTML/CSS

LEAD DESIGNER

XTM Inc. // DEC. 13-FEB. 16

- Lead design quality control
- Created and executes a wide variety of design output from concept to shipment
- Developed and implemented client brands
- End-to-end project management

EDUCATION

General Assembly—UX and Product Design
2016-2017

Brainstation—Intro to Web Development 2015

Ontario College of Art & Design (OCAD University)
Art of Type Continuing Education Course 2014

Humber College of Applied Arts & Technology
Graphic Design Advanced Diploma 2009-2012