

Michela Emmerich

UI/UX Designer

<https://michelaemmerich.com>

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WORK EXPERIENCE

UI/UX Designer

ThinkMarkets Jun 2021 - Dec 2023

IMPACT: Developed and enhanced design solutions for internal products within a global company

- Created and reviewed all design assets across touchpoints and devices
- Collaborated with cross-functional teams to deliver wireframes, prototypes, and visual designs that aligned with the product requirements, technical constraints, and user needs
- Developed and maintained design systems, style guides, and designed documentation to ensure consistency and scalability
- Worked with multiple stakeholders to gain an understanding of the company vision/business requirements and utilized them to execute compelling design solutions
- Conducted user research, reviewed current user activity, and analyzed analytics and qualitative data

Graphic Designer

Packaging Technology and Research Sep 2019 - May 2021

IMPACT: Supported B2B firm with WOW factor designed marketing materials

- Developed sales materials, including storytelling process graphics that have been used as client giveaways, published on the website, in the newsletter, and shared via social media
- Created a business card that communicates key information
- Re-branded presentation materials to streamline messaging
- Designed a new brand logo for the owner's start-up company
- Aided in the development of 30+ packaging concepts for Hostess, presenting unique ways of showcasing their treats

HONORS

- Deans List (all 8 semesters), UIUC **2016-2020**
- Art & Design Talent Scholarship, UIUC **2016-2020**
- "Friends of the Art" Award for Excellence and Creativity in Studio Art **2018**
- Illinois Heartland Decorative Artistic Scholarship **2019**

SKILLS

INDUSTRY

Mobile/Web design
Wireframing
Prototyping
User research
Data analysis
Usability testing
Branding
Illustrating
Typography

INTERPERSONAL

Design thinking
Problem-solving
Project management
Collaboration
Communication
Detail-oriented
Organization
Time-management

TOOLS

Figma
Sketch
Adobe XD
Zeplin
InVision
Miro
Hotjar
Jira
Adobe Creative Suite
Microsoft Suite

KNOWLEDGE OF

HTML
CSS
JavaScript

EDUCATION

University of Illinois Urbana-Champaign

Aug 2016-May 2020

Bachelor of Fine Arts with High Honors

Major: Graphic Design

Minor: Informatics

GPA: 3.81