

MICHELLE WERN

UX/UI DESIGNER

Interdisciplinary designer interested in video game design, intelligent UX/UI design and more. My background is in Visual Communication Design, UX/UI, interaction design, and illustration.

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EDUCATION

VISUAL COMMUNICATION DESIGN BFA
BUSINESS ECONOMICS MINOR
2012–2017
University of Notre Dame

SKILLS

Sketch, Figma,
Adobe Suite,
UX/UI Design,
Animation, Salesforce,
Html/css, Prototyping,
Wireframing, Agile Methods,
User Research, Hootsuite,
InVision, Origami Studio,
Native and Responsive App Design

AWARDS

Radwan and Allan Riley Prize in Studio Art
Doblin Graphic Design Award
Glynn Family Honors Program Research
Grant
Notre Dame Greif Award

NOTABLE CLIENTS



EXPERIENCE

Lead UX/UI DESIGNER

EKKO Studios | Aug 2020-Present

I manage UX/UI design initiatives for various clients, including but not limited to: website management, data analytics, user research, wireframing, prototyping, and the design process for both web and mobile platforms from start to finish. I also actively contribute more traditional graphic design work, including print and social media design, logo design, and branding. I've worked closely with development and marketing teams for clients Meijer and DealerSpike to create web platforms for upper management processes, and used Salesforce for Paula's Choice to manage UX web design, customer retention, marketing initiatives, and promotional rollouts.

ART DIRECTOR

Snailwhale Studios | Dec 2020-Present

I create animations and manage design initiatives for an upcoming video game. These design initiatives include UX/UI design for the game itself, social media design, ad design, and design for announcements of new characters and updates. I also worked on UX Design for the game's store pages on Steam and Kickstarter, as well as a website that will launch when the game's beta is released in late 2023.

DESIGN MANAGER

Whetstone Climbing | Aug 2020-June 2021

I was responsible for managing all marketing and design initiatives for a climbing gym, including: advertising, print design, budget allocation, website UX/UI, data analytics, planning/implementing sales and promotions, and managing the design process from start to finish. I was also responsible for actively contributing design work, including print and social media design, web design, and designs for merchandise.

SENIOR UX/UI DESIGNER

Whirlpool USA | Aug 2017-Aug 2019

I led UX/UI design for the Whirlpool Apple Watch app (2019 release) and Whirlpool 2.0 iPhone app (2019 release). I created animations in After Effects to be used within apps and created promotional videos for internal and external use. I managed content, copy, and maintenance of additional features within each brand's app. I created demos and prototypes to exhibit advanced future designs to leadership. I worked extensively with IoT teams to develop and implement new technology for Whirlpool's connected appliances and apps. I led UX/UI projects intended to utilize the Yummly- Whirlpool partnership to enhance the capabilities of both brands.

LEAD DESIGNER

Keen Home Smart Appliances. | June 2016-June 2017

I created animations using After Effects for use in the Keen Home website/emails, designed print materials to be shipped out with products, and created iconography to be used throughout the company's website and promotional content.