

MICHELLE CHRISTO ✨

UI/UX DESIGNER

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PROFILE

Certified UI/UX Designer with a passion for crafting engaging digital experiences, I am actively seeking a challenging position where my decade-long expertise in customer experiences and proficiency in marketing and web design can shine.

PROFESSIONAL EXPERIENCE

Professional Development / UX Practice, July 2024- Present

- Working as an uncertified supply teacher while building UX/UI and brand design skills through courses in Figma, Photoshop, and personal projects.

[Bonsai Wellness App | Startup Project](#)

Product Designer, April 2023- July 2024

- Developed a user-centered app as the 0-1 (founding) UX designer, leading the project from ideation to implementation using design thinking and in-depth user research to drive high user satisfaction and engagement.
- Used Figma tokens for development handoff to streamline the design system and optimize the overall design-to-development workflow.
- Participated in design sprints and feature planning with developers to ensure technical feasibility and optimize user flows for a seamless product experience.

[Rinset Laundry Timer | Startup Project](#)

UI/UX Designer, March 2022- 2023

- Researched user needs and designed marketing funnels based on optimal locations for laundry services to drive engagement and product traction.
- Created light and dark mode using Figma tokens to develop visually adaptable interfaces for optimal readability and accessibility.
- Devised wireframes and interactive prototype with Miro and Figma to test product efficiency, for a seamless user experience and functionality through intuitive design.

Sweetself App | Startup Project

UI/UX Designer, February 2020- March 2022

- Redesigned website through competitor analysis, implementing strategic changes that boosted website engagement by 15%.
- Produced compelling screenshots by crafting visually-appealing imagery with compelling text to optimize app visibility and drive increased downloads.
- Drafted quizzes for both app and website with interactive design elements and user-friendly interfaces to improve user responsiveness.

Pandora Jewelry | Part-Time

Customer Sales Leader & Visual Merchandiser, January 2019 - 2023

ADDITIONAL EXPERIENCE

Udacity | School Project

Coffee App, January - March 2023

- Reviewed interviews with 3 potential users, to uncover key themes and opportunities, guiding the creation of a user-centered feature.
- Conducted usability testing with 5 participants, gathering actionable insights to improve product usability and user satisfaction.
- Utilized user research plan, user feedback and analytics to refine and optimize design elements, promoting an unceasingly enhanced user journey.

SKILLS

User Interface Design | User Experience Design | UX Research | User Flows | User personas | Wireframing | Visual Design | Interaction Design | Prototyping

Designer Toolkit:

Figma | Adobe XD | Photoshop | Wordpress | Canva | Google Ads & Analytics | Miro | Zapier | Designed for IOS, Android and React Native

Other Skills:

Marketing | SEO | Branding | HTML | CSS | Artificial Intelligence
Personal skills: Outgoing | Positive Attitude | Well Organized | Excellent Communication

EDUCATION

Udacity

User Experience Nanodegree, March 2023

Toronto Metropolitan University

Bachelor of Arts Degree, Arts & Contemporary Studies June 2017