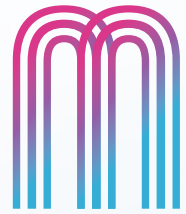


MICHELE FOSHEE

UX/UI Designer



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TECHNICAL SKILLS

Adobe Creative Suite, Figma, Invision, FlowMapp, Procreate, Miro, Slack, Responsive Web Design, GitHub, HTML5, WordPress, CSS3, Visual Studio Code, MS Office 365, GSuite, Trello, One Desk, Doodle, BaseCamp, Cadmium CD, Hootsuite, Constant Contact, Google Ads, Facebook Ads, Agile, Axure, Javascript, Bootstrap, JQuery, Drupal, MailChimp, Survey Monkey

ADDITIONAL SKILLS

user-centered design, user research, user flows, concept sketches, wireframing, data synthesis & analysis, copy writing, storyboarding, prototyping, user testing, information architecture, illustration & UI graphics, branding, typography, color theory, visual hierarchy, digital and print design, strategic thinking, empathy, project management, detail oriented, flexible, communicative

EDUCATION

CERTIFICATE IN USER EXPERIENCE/USER INTERFACE (UX/UI) DESIGN

The George Washington University (to be completed October 2021)

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Shepherd University

PROFESSIONAL SUMMARY

Seasoned designer with proven track record of client and user satisfaction looking to apply over 15 years of creative experience to your next project by working collaboratively with cross functional teams to communicate your message concisely and on brand. Extensive visual design experience and project management has made me highly proficient in research, content strategy, process flows, and design solutions. As the industry has changed, my role has evolved from visual and print design to more UX/UI focused work.

Diverse background makes adapting to the many languages of the design process from the client, to sales and marketing, to design and development, and everything in between, effortless, helping to minimize miscommunication and costly mistakes. Strong work ethic, self starter, and autonomous worker, but also thrive managing or collaborating with a team.

- Visual Design — 16 years
- Digital Design — 7 years
- Art Direction — 12 years
- Web & UX/UI Design — 5 years

PROJECTS {More on my website and others to come!}

EXAMPLE 1: The Frederick Center, non-profit organization website redesign (prototypes: [desktop](#), [mobile](#))

The Frederick Center website provides a wealth of resources and programs for the LGBTQ+ community in the Frederick, MD area, but users struggle to find the information they need and to register for programs, make donations, or volunteer, making users leave the site before completing their desired transactions.

Responsible for project proposal, user research, empathy and user data, competitor analysis, ideation and brainstorming, journey map, style guide, prototyping, testing, and presentation.

Tools Used: Figma, Miro, GSuite, Otter, Trello, InVision, Zoom, and Social Media

EXAMPLE 2: U.S. Department of Education website redesign (prototypes: [desktop](#), [tablet](#), [mobile](#))

Government websites are loaded with information, data, resources, and links to other related websites. The information can often be overwhelming. How can we redesign this website to make the process of learning education policies, data, resources, loan/grant information, updates/news, and other important information easier for the user?

My Role: UX/UI designer

Individual (information architecture, responsive design, user testing, style guide, multiple iterations, and final prototype): Michele Foshee

Team (UI analysis, redlines & user path, initial usability tests, heuristic evaluations, and InVision Boards): Salma Alwi, Michele Foshee, and Christina Kim

Tools Used: Adobe XD, Figma, InVision, GDrive, and Social Media

EXPERIENCE

FREELANCE

Frederick, MD
Present

DESIGNER, ILLUSTRATOR, & ART DIRECTOR

- Provide creative services, including research, website copywriting, collateral materials, infographics and more to a wide variety of clients with unique needs, desires, and brand requirements
- Work closely and directly with clients and users to understand their unique perspectives and create solutions tailored to their individual needs

THE CHILDREN'S GUILD ALLIANCE

Baltimore, MD
Mar '19 - Mar '21

DIGITAL DESIGN & MARKETING LEAD

- Completed a cohesive rebranding for the organization's 16 disconnected entities, including a new style guide
- Created wireframes and managed production of numerous company website redesigns and new websites
- Developed user-centered messaging and marketing strategy for the various programs, leveraging both digital and print platforms through a blend of hands-on engagement and team coordination

AMERICAN COLLEGE OF VETERINARY SURGEONS

Germantown, MD
Feb '18 - Mar '19

DIGITAL DESIGN & MARKETING ADMINISTRATOR

- Coordinated and executed marketing and design for annual conference, utilizing A/B testing to improve effectiveness of communications, increasing attendance by more than 20% over previous year
- Designed and maintained UI for annual conference website and application
- Constructed and monitored marketing and communications budgets, keeping projects on time and under budget
- Formulated a job board website for members to advertise, based on user feedback and experiences, increasing advertising revenue

YOUNG REMBRANDTS

Montgomery &
Frederick Counties, MD
Jul '13 - Jul '16

PROGRAM DIRECTOR

- Prospecting potential clientele via email marketing, direct phone calls, and partnerships, increasing franchise size by 75% over three years
- Updated and maintained website through CMS
- Maintained a customer focused approach leading to more repeat students
- Awarded 'Rookie of the Year' and 'Best Adaptation of New Technology'

ARTVENTUREUS! SOCIAL PAINTING STUDIO

Gaithersburg, MD
Jul '11 - Dec '13

FOUNDER & CEO

- Created and successfully launched one of the first wine and paint studios in the area, turning a profit in the first year of business
- Developed website and online scheduling system using CMS
- Expanded business from just wine and paint to more in-depth classes based on return customer feedback

PRIZIM INC

Gaithersburg, MD
Jun '09 - Sep '11

ART DIRECTOR & IT DIRECTOR

- Tripled the size and output of the design & communications department
- Established a graphic design branch for our environmental consulting firm creating additional revenue for the organization