Jacob Michel

Education

General Assembly(2021)
UX Design

Pfeiffer University(2019)
Bachelor of Arts- English
Language and Literature

Certifications

**VOC Techniques
Specialist(2023)**
AIGPE

**Design Mentorship
(2022)**
ADPList(Uxcel)

**Color Psychology
(2022)**
Uxcel

Tool Set

- Adobe C-Suite
- Figma
- ChatGPT
- Pendo
- Jira
- DataDog
- Google Suite
- Office 365

Contact Info

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Summary

I am a dedicated UX designer with a strong focus on optimizing user experiences across software, mobile, and web platforms. My passion for integrating color theory and consumer psychology into my work results in scientifically informed, visually engaging experiences. With proficiency in both B2B and B2C SaaS environments, I consistently leverage data-driven approaches for each project. Over the years, I've cultivated a robust skill set and toolkit, which drives my commitment to developing, maintaining, and evolving design systems and platforms to meet the evolving needs of diverse user bases.

Work Experience

Calloquy, PBC 2021-2023
Legal Tech Startup

Senior UX Designer:

- Spearheaded the development and ongoing maintenance of the company's comprehensive design system.
- Orchestrated platform and company-wide audits to inform critical decision-making processes concerning the acquisition and comprehensive analysis of user data.
- Pioneered the research and development of conceptual designs for various AI tools, demonstrating a profound understanding of cutting-edge technology.
- Adeptly oversaw the end-to-end UX process, from initial discovery to final delivery, skillfully navigating multiple cross-functional teams.
- Championed the coordination and leadership of numerous cross-departmental teams and innovative initiatives, showcasing exceptional managerial skills.

UX Designer:

- Pioneered and led the realm of UX design as the sole designer, setting the benchmark during the initial 8 months of the role.
- Engaged in extensive cross-functional collaboration to consistently iterate and elevate UI/UX designs and frameworks, working closely with development teams, leadership, and marketing professionals.
- Executed a comprehensive assessment of the platform, website, and materials, meticulously evaluating their usability, visual appeal, content quality, branding alignment, and adherence to industry best practices.
- Delivered a comprehensive array of design artifacts, spanning from initial sketches and wireframes to meticulously crafted high-fidelity prototypes, exemplifying a holistic approach to the design process.
- Developed a robust UX strategy, constructed intricate customer scenarios, and conducted detailed user journey mapping, ensuring a well-informed and customer-centric design approach.
- Upheld unwavering commitment to strict adherence to company templates, color schemes, and branding standards, ensuring a unified and brand-compliant UI/UX development process.
- Actively participated in Agile, Scrum, and team meetings, consistently offering valuable customer-focused insights and recommendations to influence the UI/UX design from a user's perspective.

General Assembly 2021
Contract Position

User Experience Design Apprentice

- Executed end-to-end conceptual projects, showcasing proficiency from initial discovery to final delivery.
- Actively engaged in user interviews, skillfully dissecting and analyzing the gathered insights.
- Collaborated directly with product stakeholders to define project scope and establish effective communication channels.