

Michelle Brinkerhoff

UX Designer

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I'm a designer with a passion for effective problem solving, research, strategy, visual design, and data. I leverage my psychology, graphic design, and marketing experience to deliver engaging and creative solutions across all forms of digital media. I build better user experiences through experimentation by designing, measuring, and learning.

EXPERIENCE

FREELANCE CLIENT PROJECTS

UX Designer

Breo | May 2022 - Present

Competitive analysis, wireframing, design, and prototyping for a media mobile app concept for a pitch deck to gain seed funding.

UX Designer

Race 2 End | Nov 2021 - Jan 2022

Used the UX Design process to research, ideate, and build a prototype for a mobile app concept to gain seed funding.

EMPLOYMENT HISTORY

Corporate Marketing Manager

Bioworld Merchandising | Dec 2015 - Present

- Utilized UX Design principles to build on experimentation for omni-channel marketing strategies
- Build, measure, learn, and repeat with new navigations, websites, brand stores, and design
- Strategy, design, execution, KPI tracking, and optimization for omni-channel marketing campaigns and new brand/product launches
- Competitor and trend analysis
- Build relationships and activate influencers to create more brand awareness
- Increased conversion on our Amazon brand store by 87% by creating user flows that take customers where they want to go
- Increased consumer and B2B customer engagement on social media by over 300% month over month for the last 3 months.

SKILLS

SOFT SKILLS

Leadership
Facilitation
Team Work
Trainability
Positive Attitude
Critical Thinking
Strategic Planning
Technology savvy
Fast Learner
Value Mentorship

HARD SKILLS

Figma / Adobe XD
Graphic Design
InDesign / Illustrator / Photoshop
Project Management
Miro / Notion
Asana / Trello / Wrike

EDUCATION

V School
UX Design

University of Utah
BS Psychology