

Michelle Laméh, UX Designer

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UX Projects

Rooster Grin Media, UX Design Intern, November 2020 - present

Worked on a 4-person team to create a brand focused, responsive website redesign for a boost in conversion and sales.

- Co-led competitive and comparative design research and worked closely with the client's brand and website inspiration.
- Created and designed an interactive questionnaire for prospective clients to streamline the company's sales process.
- Presented and prepared final design files and deliverables for well-received client handoff.

ORCA Card, General Assembly, UX Design Intern (Concept Project), October 2020

Worked on a 4-person team to design a mobile-first approach for the existing Seattle's public transit card website

- Created a content inventory and projected sitemaps to prioritize information buried on the existing site.
- Ideated screen states through sketches and wireframes and co-designed mobile UI kit.
- Delegated tasks and managed the scope as Project Manager

Popsockets, General Assembly, UX Design Intern (Concept Project), September 2020

Redesigned the eCommerce website's global navigational system and information architecture to maximize the customers' shopping experience.

- Conducted and synthesized 8 user interviews of the company's target market into quantitative and qualitative data.
- Created a product inventory and conducted an open card sort to determine product placement within the global navigation.
- Created iterations of wireframes for 2 rounds of usability testing and utilized test results in iterations and final design.

Related Work Experience

Pilates Instructor, Los Angeles, CA, December 2018 - July 2020

- Manage over 25+ private clients of all levels in achieving health and fitness goals within uniquely specified timelines
- Formulate thoughtful and individualized sequencing for clients focused on injuries, rehabilitation, sports improvement, and increased strength and flexibility.

Coordinator, Laurus Corporation, Century City, CA, June 2017 - June 2018

- Created style guides and presented design plans, implemented in company hospitality asset (Starwood Hotel)
- Organized itineraries and day schedules for executives and investors
- Created and maintained property organization system for Hotel assets, boosting the efficiency and consistency in service throughout all properties.

Other Work Experience

Administrative Assistant, JMB Capital Partners, Century City, CA, June 2015 - December 2016

Executive Assistant, 3 Arts Entertainment, Beverly Hills, CA, August 2010 - April 2015

Skills

Interaction Design, Visual Design, Wireframing, Art Direction

Tools

Figma, Sketch, InVision, Adobe XD

Education

General Assembly - UX Design Immersive

University of California, Los Angeles - Bachelor of Arts