

Michelle Shean

UX Designer | Visual Designer | A11y Advocate

Tools (Mac OS X)

- ▶ Adobe Photoshop
- ▶ Adobe Illustrator
- ▶ Adobe InDesign
- ▶ Adobe After Effects
- ▶ Adobe Premiere Pro
- ▶ Adobe Acrobat
- ▶ Sketch App
- ▶ Figma
- ▶ Miro
- ▶ Zeplin
- ▶ Invision
- ▶ HTML/CSS Coding
- ▶ Squarespace
- ▶ Wordpress
- ▶ Wix
- ▶ Shopify
- ▶ Mailchimp / HTML Email
- ▶ Google Ads
- ▶ Google Web Designer
- ▶ Google My Business
- ▶ Google Workspace
- ▶ Microsoft Office

Skills

- ▶ Graphic Design (Digital & Print)
- ▶ Motion Design
- ▶ User Experience & Interface Design
- ▶ Prototyping (Figma)
- ▶ Front-End Development (HTML/CSS)
- ▶ Accessibility Standards
- ▶ Digital Marketing & Analytics
- ▶ Art Direction
- ▶ Project Management
- ▶ Communication with Stakeholders
- ▶ Team Leadership & Collaboration
- ▶ Mentoring

Education

Rochester Institute of Technology
Bachelor of Fine Arts, Graphic Design
2015

Certification

Udacity
User Experience Nanodegree
2025

Creative and versatile visual and UX designer with a decade's worth of graphic design, marketing, and web design experience. Capable of practical understanding of aesthetics and principles, as well as leveraging a wide spectrum of complementary skills to design for a diverse range of industries including but not limited to e-commerce, automotive, and video games.

Work Experience

Digital Graphic Designer

2017 – 2025

DealerCMO | Campbell, CA | Full-Time

- ▶ Created digital promotional material for various campaigns including web graphics, animated display ads, email blasts, and OTT videos while adhering to corporate identity and branding guidelines of auto companies.
- ▶ Created user flow and drafted wireframes for an internal CRM product.
- ▶ Reviewed all design work to ensure all changes are final and guarantee compliance with provided design guidelines from OEM brands.

Graphic Designer and Art Director

2019 – 2023

The Striped Phoenix | Milpitas, CA | Self-Employed

- ▶ Spearheaded concept creation and implementation of media/promotional products including brand identity, strategy, digital advertising, web design, presentation design, collateral design, and video editing.
- ▶ Implemented visual design systems across different touchpoints.
- ▶ Collaborated and communicated with stakeholders from concept and strategy to design, print and production.
- ▶ Oversaw design contractors on projects from start to deadline. Collaborated with contractors and provided mentoring when necessary.

Graphic Designer

2019

Yantern LLC | San Francisco, CA | Freelance

- ▶ Created branding and styling scheme with client.
- ▶ Worked with client on requests for website design and maintenance.
- ▶ Provided content strategy and used tools to design digital ads which include but is not limited to: email, web banners, and social media.
- ▶ Created flyers and presentations for conferences.

Graphic Designer

2014 – 2019

Mozzeria | San Francisco, CA | Freelance

- ▶ Worked with the marketing team on a number of advertising types which includes but not limited to: social media, email newsletters, t-shirts, flyers, and postcards.
- ▶ Designed collateral print work such as restaurant menus, take-out menus, and stationery.
- ▶ Created video advertisements for social media.
- ▶ Designed Mozzeria's presentations for lectures and conferences.
- ▶ Designed their food truck wrap, which is still in use today.
- ▶ Redesigned website to be on trend and fixed issues with online orders, and take-out online orders increased as a result.