Michele Foshee
UX/UI DESIGN

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Summary

UX/UI Design Team Lead for enterprise SaaS product, leading design team to simplify complex tasks into intuitive user experiences through research, empathy, problem solving, and collaboration.

- Visual Design - 18 years
- Digital Design - 9 years
- Art Direction/Design Management - 14 years
- Web & UX/UI Design - 7 years

Experience

Development Dimensions International (DDI)

UX/UI Design Team Lead   Nov. 2023 - present

- Growing and managing a team comprising research, design, technical writing, and front-end development to ensure a user-centered focus throughout DDI's products.
- Improving user experience to create an uncomplicated, intuitive product which is aligned with marketing and content for more consistent brand experience.
- Discovery and redesign of complex and robust administrator (Admin) facing system to simplify processes.
- Researching and redesigning Leader facing system for leadership development and assessment with highly varied user base.

Principal UX/UI Designer   Sept. 2023 - Nov. 2023

- Created a standardized design system to increase accessibility of existing components and align with future development.
- Implemented design and front end development tools to streamline processes.
- Represented the Global Technology Group on the Diversity, Equity, and Inclusion (DEI) council for one year.
- Inventoried accessibility needs in our product and created guidelines and checklist for writing, design, development, and testing.

Senior UX/UI Designer   Jan. 2022 - Sept. 2023

- Partnered and collaborated with design team, stakeholders, and development teams to understand business needs, use cases, and personas to add and improve usability of features in Leader and Admin systems.
- Mentored Design teammates, served as a sounding board, and led design critiques.
- Researched design trends, best practices, and accessibility needs to improve UI standards.

Skills

Design & Prototyping: Adobe XD, Adobe Illustrator, Adobe Photoshop, Figma

User Research: Usability Testing, User Interviews, Surveys, A/B Testing, Focus Groups, Concept Testing, Content and UX Audits, Heuristic Evaluations, Personas, User Flows

Collaboration & Workflow: Teams, Miro, Agile Methodology

Coding & Development: HTML5, CSS3, Bootstrap

Education

Certificate in User Experience/User Interface (UX/UI) Design - The George Washington University, 2021

Bachelor of Fine Arts in Graphic Design - Shepherd University, 2006

Experience (continued)

Designer, Illustrator, Art Director Jan. 2006 - Jan. 2022

Michele Foshee Design

- 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.

Director of Digital Design & Marketing Mar. 2019 - Mar. 2021

The Children's Guild

- 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.
- Led and mentored a small team of in-house designers and photographers, and a larger team of contractors.

Digital Design & Marketing Administrator Feb. 2018 - Mar. 2019

American College of Veterinary Surgeons (ACVS)

- 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.

Program Director Jul. 2013 - Jul. 2016

Young Rembrandts Franchise

- Prospected 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'.
- Hired, trained, mentored, and managed a team of approximately 25 direct reports.

Founder & CEO Jul. 2011 - Dec. 2013

artventureUs! Inc., Social Painting Studio

- 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.
- Sourced, trained, managed, and mentored a small staff.

Art & IT Director Jun. 2009 - Sep. 2011

PRIZIM inc.

- Tripled the size and output of the design & communications department.
- Established a graphic design department for our environmental consulting firm creating additional revenue for the organization.
- Grew the design department from one part time designer to leading an in-house team of full time designers, writers, and editors, as well as managing several groups of contractors.