

Michelle Lew

DIGITAL DESIGNER & PRODUCT STRATEGIST

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DESIGN LEADERSHIP

Mentoring & building teams
Project scoping & planning
Workshop facilitation
Creative direction

UX DESIGN

Service design
IA & data design
UI design & prototyping
Usability testing
System specification

PRODUCT STRATEGY

Generative user research
Competitive positioning
Concepting & value testing
Feature roadmapping

WEB DEVELOPMENT

HTML
CSS (SASS, Stylus)
JS (jQuery, Node.js)

EMPLOYMENT

MOMENT / 2013 - PRESENT

Lead Designer

Designed user-centered products and services for clients in finance, media, and healthcare. Led project teams, mentored designers, and collaborated with stakeholders to bring business-critical designs to life. Clients include Philips Health, Capital One, American Express, USA Today, and The Weather Channel.

REWYNDR / 2013

Product Designer

Guided early-stage startup through development of its business and user value propositions. Prototyped and value-tested new product concepts for a photo-centric social web platform.

PACIFIC GAS & ELECTRIC / 2009 - 2012

Senior Renewable Energy Analyst

Analyzed impact of renewable energy development on California electric grid. Developed tools to help regulators understand policy recommendations and complex quantitative models.

EDUCATION

CARNEGIE MELLON UNIVERSITY / 2013

Master of Human-Computer Interaction

UNIVERSITY OF CALIFORNIA, BERKELEY / 2009

BS Industrial Engineering & Operations Research
BA Economics

AFFILIATES & PROJECTS

SIBLINGS COLLECTIVE / EMOJISALAD.COM

Co-founder of a small team of creatives experimenting with new ways to collaborate on side projects (hackathons, masterminds, creative weekend retreats). Recently launched Emoji Salad, a multiplayer, SMS-based emoji pictictionary game hosted by an overly enthusiastic chatbot.

RAGTAG / RAGTAG.ORG

Nationwide volunteer organization of technologists and organizers creating tech tools for civic activism and social good.