



RELEVANT WORK EXPERIENCE

Email Designer, Eddie Bauer

June 2021 - PRESENT, SEATTLE

- Design and produce user-centered shopping experiences for a variety of platforms including email, site, & GTM toolkits.
- Collaborate daily with cross-functional teams to design meaningful, branded customer experiences that drive business needs.
- Manage multiple projects from start to finish with complex edits on tight deadlines, while using best practices and techniques.

Digital Designer, Freelance & Contract with Connected Dots Media

Jan 2019 - 2021, SEATTLE

Tapped by prominent SF based book packager for ongoing graphic design:

- Developed branding, high impact sample pages, websites, & decks to enhance marketability of new book projects to major publishers.
- Redesigned and revitalized back list titles for increased sales and customer appeal, focusing on design strategy and consumer goals.
- Redesigned client websites and marketing materials to improve usability, conversion, and sharpen branding focus.

UX Design Student, School of Visual Concepts

Jan 2019 - 2020, SEATTLE

- Conducted user testing & research, studied information architecture and UX writing, and designed user flows and mid to hi-fi prototypes, throughout one year certificate course.
- Worked with Seattle based dog-walking app Rover for capstone project: Presented design solutions to improve Rover customer trust to Rover HQ executive team. Many recommendations since adopted & capstone presentation rated highest in cohort.

Marketing Designer, Board30 (prev. Da Vinci Bodyboard)

Dec 2016 - 2018, SANTA FE

- Created digital content for Board30, a niche fitness system, resulting in a five-fold increase in flagship studio customer base and six-fold expansion of franchisees.
- Researched and updated digital assets for based on customer feedback and data analysis. Concepted company website redesign from start to finish - from an initial wireframe to a fully built out, functioning website.

Visual Merchandiser, Patagonia

Aug 2014 - 2016 BOSTON

- Increased sales in Patagonia's second most profitable US retail store: conceptualized and implemented compelling visual retail storytelling to grow sales of high profit.

ABOUT ME

Skilled designer and marketing professional with 6+ years experience across multiple platforms driving revenue and thoughtful customer experiences.

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<https://lilyrmichaels.wixsite.com/portfolio>

SKILLS

Adobe Creative Suite
Wrike
Figma
FigJam & Miro
Sketch
InVision
Basic HTML knowledge
Microsoft Office Suite

EDUCATION

Connecticut College

New London, CT
2014 BA Psychology and Art

Harvard Graduate School of Design

Cambridge, MA
2014 Urban Design Summer Program

School of Visual Concepts (SVC)

Seattle, WA
2019 Certificate in User Experience Design
Relevant course work: user research, content creation, visual & interaction design, prototyping & usability