

Hi, my name is

Michelle M Kuah

I am a

UX Designer

whose multivariate interests stem from a lifelong fascination with human behavior and motivation. My love of big ideas is superceded only by the ability to bring those ideas to life.

FIND MY WORK AT

michellemkuah.com

GET IN TOUCH

michelle.m.kuah@gmail.com

WHAT I USE

Sketch 3
Adobe Illustrator
Adobe Photoshop
Axure RP
InVision
HTML/CSS

user interviews and testing
competitive analysis
personas
rapid prototyping
wireframing
user flows/stories, use cases
sitemaps/appmaps

WHAT I'VE ACCOMPLISHED

UX DESIGNER | DESIGNATION | Chicago | 2016

Designed new and existing mobile apps, while working in a highly iterative, agile-focused, 70+ hr/wk, 18-week design bootcamp. Conducted user research (interviews and testing), competitive analysis, and heuristic evaluation to identify user pain points. Performed data synthesis and delivered wireframes, appmaps, and low-, mid-, and high-fidelity prototypes to clients including:

VITRIMA: a mirrored lens kit for GoPro cameras that makes it simple to record 3D video. Defined the mobile experience, to create a robust platform inclusive of each piece of the Vitrима viewing and recording experiences.

PAY YOUR SELFIE: an app that offers end users money for completing specific selfie-related tasks for brands and marketing agencies. Restructured the information architecture to optimize the consumer-side experience. Engaged with Pay Your Selfie team and key stakeholders, to create a foundation that accounted for both user and business goals.

CONTEMPORARY-MODERN DANCE ARTIST, INSTRUCTOR | DC-metro area | 2014-2016

Performed with various companies across the DC-metro area. Taught company and youth classes, choreographed and directed highly collaborative, interdisciplinary projects. Assisted in fundraising, grant-writing, and logistical efforts for major programs and festivals.

Translatable skills: Creative problem solving, brand identity, public speaking/presentation skills

CHAIR, CO-FOUNDER | U.S. OPM ASIAN AMERICAN PACIFIC ISLANDER AMERICAN ERG Washington, DC | 2013-2014

Led the board and general members through the initial formation process, shaped a cohesive mission and strategy to set FY 2014 organizational goals. Structured and moderated OPM's first in-house senior leaders panel event. Advocated for the expansion of diversity hiring initiatives and served on the Director's Diversity and Inclusion Advisory Council.

Translatable skills: stakeholder management, team leadership, organizational strategy, creative problem solving, public speaking

SPECIALIST, SENIOR EXECUTIVE PERFORMANCE MANAGEMENT U.S. Office of Personnel Management | Washington, DC | 2012-2014

Engaged agency customers and stakeholders governmentwide, to critically assess the goals and standards of federal senior leaders. Conducted multiparty panel reviews, analyzed pay and performance data, and provided guidance on policy implementation and regulatory practices.

Translatable skills: customer and stakeholder management, domain research and data analysis

CREATOR, WRITER | Esculent Dreams | Web | 2012-2014

Redesigned site structure and flow. Created and actively maintained site content (copy and images), managed SEO and all social media accounts.

Translatable skills: Wordpress, social media strategy, content strategy, web design

University of Maryland, Baltimore County | Baltimore, MD | 2008-2013 Dual-degree, Biopsychology (B.S.) & Dance (B.A.)

VP for Student Orgs, Finance Board Chair | UMBC Student Government Association | 2011-2013
Research Assistant | MD Psychiatric Research Center and UMBC Social Psychology Lab | 2011-2013
Health Columnist, Contributing Writer | The Retriever Weekly | 2009-2013
Executive Head, Founder | UMBC Federation of Martial Arts | 2010-2012

Beijing Language and Culture University | Beijing, China | Summer 2011 Advanced Mandarin Studies, Capstone in Contemporary Chinese Society & Culture

Study abroad immersion program to enhance native fluency in Mandarin Chinese.