**Michelle M. Pierce**

650-284-8238 <http://www.pierce-productionssite.com/> michelle@piercepierce.com

- Award Winning UX Designer for the Best IoT Application category, Equinix -

- 10 + years of experience in Digital Marketing and UX -

- Fortune 500 companies and SMB and “start-up” companies -

- Interactive / Web Marketing Manager-

**Leadership Skills**

* Team Lead , Lead, and Management 5+ years, with Offshore and Global Engagement
* Project Management
* Zoom, Video Conferencing WFH experience 5 years

**Marketing Skills**

* Web Design / Development
* User Experience Design / Interactive IXD Design
* Whiteboard, Sitemaps, Information Architecture, Taxonomy, Persona Identification, User Journey, Wireframes, Mocks
* UI Design - Visual Design High Fidelity Mocks, Layouts, Color Themes, Style Guide
* Prototype Design and Development
* Digital Content Creation - Social Media, Email, Web
* Video Production -2D Animation and Motion Graphics
* Marketing Materials for Print

**Digital Marketing Specialist** **2020 - 2023**

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| --- | --- |
| **Tyfni Beauty**Shopify, Web Design / Development Social Media, Email, e-commerce | **Trackonomy Systems**Wordpress, Web Design / Development Social Media, Product Design, Print  |
| **Strengthcard**Wordpress, Web Design / Development UX Design on Mobile App, Product Design | **GuideTime**Squarespace, Web Design / Development UX Design on Mobile Salesforce App Social Media, Email, Print, Presentations, e-commerce |
| **National TaxiCab Supply Company**Wordpress, Web Design / Development E-commerce, customized scripts | **Aten Recovery Labs**Wordpress, Web Web Design / Development DemoScheduling |
| **Bell Plastics**Wordpress - Change requests to existing site E-commerce add shipping calculators, add product calculations | **Three65 Ideas**Wordpress, Web Web Design / Development, email campaigns, video creation + editing, Social Media, Hootsuite / Youtube, Facebook, Instagram, LinkedIn and Twitter  |

**HP Enterprise January 2017 – September 2020**

**UX / IxD Lead Design - Interactive / Web Marketing Manager May 2018 – September 2020**

* IPM Team - Intelligent Personalized Marketing
* Coordinated with Technical Lead, Analytics Lead, and Scrum Master defining specifications for tests
* Lead UX / IxD Designer collaborated with Visual Graphic Designer to provide me with requested assets
* Responsible for activating (publishing) live experiences
* Coordinated and Directed weekly meeting with offshore
* Participated in analysis of Adobe Analytics reports and results
* Experience Prototype Engineeron volumes of personalized experiences and campaigns for HPE.com
* Creation of User Maps and Journey based on Identifying Personas along with Testing
* A/B experience, experience, and multivariate tests delivered through Adobe Target - targeting specific audiences, location, global geos, consumer |customer type, recommendations, collections and audience
* IxD Design and Development on Discover Conference Virtual campaigns, video component with Livestream api delivered through Adobe Experience Cloud, Target and Analytics platforms - desktop & mobile devices

**UX / IxD Lead Prototype Engineer / UX Team January 2017 – April 2018**

* UX / IxD Design - Prototype Development
* Administrator of Sitebuilder publishing platform serving User Testing prototypes
* Lead personalization and A/B Testing, User Testing - Qualitative and Quantitative
* Creation of User Maps and Journey based on Identifying Personas along with User Testing in Lab
* Worked directly with Content Strategist and User Research
* Produced direct to live site campaigns and A/B Testing and personalization in Adobe Target
* IxD Design and Development on Discover Conference campaigns and Livestream video api delivered through Adobe Target

**Westell 2017**

**Lead UI / UX Designer Developer**

Public Safety Repeater System - Provisioning, Monitoring, and Maintenance platform

* Enterprise Business Application
* Collaborated in producing product requirements, specifications, also competitive research and reviews with Product Owner and Lead Technical Engineer
* Lead the UI/UX Design efforts - - UML’s, System Architecture, wireframes, Interactive prototyping, Low-fidelity to high-fidelity mock designs

**Equinix October 2015 – October 2016**

**UI / UX Lead Designer - Sr. Developer**

Best IoT Application 2017 award winner NGON & Optical DCI Awards

* Enterprise Business Application
* DCIM- Global IBX Monitoring System - IBX SmartView
* Data Science Platform - Analytics & Reporting System
* Collaborated with Product owner and Control Engineers to specify product requirements, features, and taxonomy. UCD Strategy identifying personas and typical users.
* Competitive research and reviews
* Lead the UI/UX Design efforts - UML’s, System Architecture, wireframes, low res mock designs, high fidelity interactive prototyping, UI / UX development UI- Front-end Development Software tested on various mobile and desktop platforms
* Qualitative Research and User Testing - Global Team from all over the world came to Sunnyvale for 2 weeks of User Testing
* Other - material 50 page User Guide, Smartview poster,newsletters, Data Science logo development

**Oncept June 2015 – October 2015**

**UI / UX Lead Designer - Sr. Developer**

TEM Application – Telecommunications Expense Management Application

* Enterprise Business Application
* Collaborated in producing product requirements, specifications, and features
* Lead the UI/UX Design efforts - System Architecture, wireframes, Interactive prototyping, technology analysis
* UI / UX development UI- Front-end Development Software tested on various mobile and desktop platforms

**Jabil April- May 2015**

**Lead UI / Interactive Designer Developer**

* Lead UI | Interactive design and development BlueSky Customer Engagement & Innovation Center facility interactive tour and digital guide

**Hewlett Packard February 2015 - April 2015**

**SR UI Developer | UX Team E-commerce**

* UI development e-commerce store.hp.com
* Worked closely with HP business to teams, stakeholders, to iterate UI into application
* Management of Offshore team, Agile development process, daily scrum, code review and hand-off
* UI/UX Design - Producer Responsive Design System and toolkit, creation templates, feature driven components
* Recipient of the TCS Gems Star Team award from Tata Consultancy Services

**SKYTREE January 2015 - May-2015**

**SR UI Developer**

* Enterprise Business Application

**GoPro June 2014 – January 2015**

**Prototype Engineer | UX Team**

**Hewlett Packard October 2013 - April 2014**

**SR UI Developer | UX Team**

* E-commerce store.hp.com see February 2015 - April 2015

**Symantec Corporation - February 2013 – May 2013**

**SR Web | UI Developer**

**Atmel Corporation - June 2012 – January 2013**

**SR Web | UI Developer**

**More experience available upon request**

**UX / WEB**

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| --- | --- | --- |
| * Adobe Experience Cloud
* Adobe Digital Asset Manager
* Adobe Target - Test & Target
* Adobe Analytics
* Adobe Creative Cloud
* Adobe XD
* Adobe Photoshop
* Adobe Illustrator
* Adobe After Effects
* Figma
* Miro
* Canva
 | * A/B Testing
* Experience Testing
* Multivariate Testing
* Analytics
* Workspace set-up
* Click thru CTR conversion
* Page view visit segmentation
* HTML 5
* CSS, LESS, SASS
* jQuery
* JavaScript
 | * High Fidelity Mocks
* Interactive Prototypes
* Rwd Mobile And Desktop Platforms
* Reusable Component Development
* Reusable Templates Development
* Reusable Library Development
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**OTHER TOOLS**

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| * Team Tools: Jira, Asana, Monday, Slack, Basecamp
* CRM: Salesforce, Monday, Netsuite, Adobe Experience Cloud, Squarespace, Wordpress
* Social : LinkedIn, Twitter, Facebook, Insta, Meta Business Suite, Hootsuite
* Email: Netsuite, Constant Contact, MailChimp, SquareSpace, Eloqua, Moosend
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**EDUCATION**

Academy of Art University

Concentration: Computer Arts / Special Effects for Film and Television

Flint Institute of Performing and Fine Arts

College Of San Mateo CIS | Internet Programming