

Michelle L. Valentin, MS UXD

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SUMMARY

I'm Michelle Valentin, a user interface-focused graphic designer creating story-driven visual experiences for B2B and consumer audiences. I design narrative-led interfaces that blend strong graphic design principles with user-centered thinking to deliver clear, consistent, and engaging digital products. My work spans UI design, marketing collateral, engineering-ready assets, and cross-platform campaigns. My portfolio reflects that journey—rooted in curiosity, care, and a genuine love for creating visuals that help people connect with the tools and information they need.

CORE COMPETENCIES

- **UI/UX Design:** Figma, Adobe Creative Suite, Component-Asset Libraries, Prototyping, Interaction-Responsive Design
- **Technical Design Tools:** AutoCAD, Revit, Desigo CC BACnet, Control Point Application-Touch Panel Systems
- **Front-End & Digital Production:** AI Generative Tools, HTML, Email Campaign Platforms, Salesforce, CMS Management
- **Collaboration & Workflow:** Jira, Confluence, Wrike, Lucidchart, FigJam, Mural, Blue Beam
- **Communication & Presentation:** High-Impact Data Slides, Documentation, Style-Guides, Accessibility Standards
- **Research & Analysis:** User Surveys, Usability Insights, SEO Analytics

WORK EXPERIENCE

U.S. Bank Corp

UI/UX Designer

05/2022 – 09/2025

Chicago, IL

Developed high-fidelity, human-centered prototypes and translated complex workflows into intuitive user experiences that aligned with both business ecosystems and customer needs. Collaborated closely with product owners and marketing teams to deliver cohesive, effective design solutions for enterprise financial applications, creating scalable user flows and refined, high-fidelity prototypes that supported strategic product goals.

- Design prototypes for desktop, tablet, and mobile—leveraging Figma for responsive user experiences.
- Leveraged Copilot / AI generative tools to recompose imagery and refined content for high-impact presentation materials.
- Build custom illustration imagery, libraries, and component assets for global, scalable design usage.
- Defined wireframe flows and high-fidelity prototypes to communicate user journeys and design concepts effectively.
- Created human-centered, high-fidelity prototypes to communicate complex interactions.
- Defined end-to-end wireframe flows and high-fidelity prototypes that clarified and strengthened design communication.
- Applied WCAG 2.1 accessibility standards to ensure compliant, inclusive, and user-friendly digital experiences.
- Authored clear documentation for interactive tools, reusable components, and design system standards.
- Developed style guides covering grid systems, ratios, error states, and accessibility considerations.
- Analyzed SEO data to uncover user pain points and recommend actionable design improvements.
- Participate in user testing, pain-point discovery research, A/B testing to validate and improve usability.
- Produced high-impact presentation slides and prototypes to communicate complex product concepts.

Siemens

UI Graphic Engineering II, GIS-MW

12/2017 – 05/2022

Mt. Prospect, IL

Designed and implemented UI systems for automation engineering projects across airports, healthcare facilities, military bases, universities, and manufacturing plants. Ensured clarity, consistency, and compliance across large-scale infrastructure initiatives.

- Integrated graphical floorplans and application interfaces for HVAC and fire-safety system platforms.
- Developed energy-dashboard panels to monitor data and review performance visual insights.
- Designed and implemented custom menu interfaces within a kiosk-driven control-point environment.
- Tailored components and visual illustrations across the component library and marketing materials.
- Created custom panels to support clear, data driven for building engineers and maintenance.
- Provide technical support to field operators, visit job sites, and remote to client server.
- Worked closely with the PMs and sales team to engage new design solution or upgrades.
- Review project scope, migration quotes, and submit change orders to PM for system enhancement.
- Provide graphic QA feedback for designed submittals and engineering specs for final review for installation.

Newmark (contract role)*Digital Email Designer / Marketing Coordinator*

- Designed digital assets for e-blast campaigns and commercial real estate marketing.
- Produced high-end brochures, RFPs, flyers, and booklets.
- Pulled and organized building data for layout and design implementation.
- Collaborated with brokers and vendors to support marketing initiatives.

01/2017 – 12/2017*Chicago, IL***Perl Mortgage, Inc. (contract role)***Digital Email Designer*

- Designed custom e-invites and automated email campaigns.
- Created audience segments and troubleshoot failed submissions.
- Utilized HTML across Act-On, JUNGO, PrintSF, and ExactTarget within Salesforce.

01/2016 – 01/2017*Chicago, IL***24/7 Real Estate/Hartland Insurance (contract role)***Senior Lead Designer*

- Weekly graphic ads for TV commercials ensuring high-impact visuals for broadcast.
- Create consultant booklets to maintain brand consistency and client-facing materials.
- Negotiated with vendors to manage production timelines, pricing, and quality control.

01/2015 – 01/2016*Chicago, IL***New Life Covenant***Senior Lead Graphic Designer*

- Designed print and digital materials for multiple campuses, conferences, and events.
- Produced newsletters, invitations, video graphics, and apparel designs.
- Created large-format signage, banners, storefront graphics, and transit ads.

01/2009 – 01/2015*Chicago, IL***EDUCATION**

Kent State University*Master's degree, User Experience Design***The Illinois Institute of Art***Bachelor's degree, Fine Arts***Robert Morris University***Associate's degree, Web Graphic Design*