

Michelle L. Valentin

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SUMMARY

I'm Michelle Valentin — a Visual Digital Designer working across graphic design, marketing, web, automation, and UX. I'm passionate about creating intuitive digital experiences and meaningful visuals, using systems thinking and narrative-led design to craft scalable interfaces and cohesive, brand-driven campaign assets. I blend user-centered system thinking with narrative-led visuals and hands-on implementation of design-system flows to deliver interfaces and campaign assets that strengthen brand identity and scale across digital platforms. Visit my [portfolio](#) for deeper insights into my work.

CORE COMPETENCIES

- **Digital & Visual Design:** Figma, Adobe Creative Suites, Illustration, Brand Systems, Responsive-Interaction Layouts
- **Web & Front-End:** AI Generative Tools, Web Design, WIX, HTML/CSS, HubSpot, CMS Portals, Email Templates
- **Marketing Creative:** Digital Campaigns, Banner Leads, Video-Editing, Social Graphics, Landing Pages, Prints
- **Engineering Tools:** AutoCAD 2D/3D, Revit-BIM, Desigo CC BACnet, Control Point Touch Systems
- **Collaboration & Workflow:** Jira, Confluence, Wrike, Salesforce, Lucidchart, FigJam, Mural, Blue Beam
- **Communication & Presentation:** Infographics, PowerPoint Slides, Prints, Fillable PDFs, Style-Guides Documentation
- **Accessibility & SEO Analysis:** User Surveys, Usability Data-Heat Mapping, A/B Testing, WCAG standards

WORK EXPERIENCE

U.S. Bank Corp

UI / UX Visual Digital Designer

05/2022 – 12/2025

Chicago, IL

Maintained U.S. Bank's brand standards while designing in Figma. Adopted enterprise-level visual guidelines to create human-centered experience and scalable digital products for financial services.

- Created responsive web, tablet, and mobile UI/UX in Figma aligned with enterprise brand standards.
- Led creation of custom iconography, illustration and AEM DAM asset libraries for a scalable design system.
- Designed web hero banners and product-centric visuals to support marketing campaigns generation leads.
- Improved the shopping-cart UX flow for selecting financial products by identifying and reducing key friction points.
- Applied AI generative tools to refine imagery, content & research data to accelerate high-quality visual design output.
- Leverage SEO analytics to translate data optimization actions to improve rankings, traffic, and user engagement.
- Crafted UI/UX reaction prototypes, translating user-flow diagrams into defined interaction-sequence screen patterns
- Built web pages, design wireframes interaction screens and UI-focused marketing custom illustrations-infographics.
- Utilized FigJam/Mural -based screen mockups to articulate product concepts and support stakeholder evaluation.
- Partner with Agile, Author, and Dev teams to define user-journey touchpoints / support shared vision objectives.
- Participate in A/B testing, heat mapping discovery, and usability improvements to resolve component issues.
- Developed style guides covering grids, ratios, error states, modals, and user accessibility compliance standards.
- Collaborate with the accessibility-research team to ensure the final product meets the needs of all end users.
- Supported Dev engineers to optimize usability, restructure interface layouts, and streamline end-to-end digital flows.

Siemens

UI / UX Graphic Engineering II

12/2017 – 05/2022

Mt. Prospect, IL

UI/UX Visuals designed and implementation for automation engineering projects across airports, healthcare facilities, military bases, universities, and manufacturing plants. Maintained clarity, standards compliance, and cross-team alignment for large-scale infrastructure projects by validating system allocation against final construction drawings.

- Developed custom UI layouts, data dashboards, and control-panel visualizations for internal digital systems.
- Extracted 2D/3D mechanical drawings from CAD / Revit-BIM to incorporate project workflow-system integrations.
- Operated within complex, system-oriented environments to develop scalable, functionality and design solutions.
- Integrated graphical floorplans and application panel interfaces for HVAC and fire-safety system platforms.
- Collaborated with the PMs and sales team members to engage new design solution, migration or upgrades.
- Engaged with product owners to test prototype enhancements for upcoming feature launches.
- Visually structured deck proposals highlighting new product features for stakeholders and sales team.
- Developed data-driven dashboards for monitoring visual insights for engineering maintenance team.
- Designed and implemented custom menu interfaces within a kiosk-driven control-point environment.
- Created custom illustrations, icons, and DAM component assets used across product-marketing materials.
- Worked closely with field operators and building engineers to navigate and test graphics on client-site.
- Provided on-site and remote support, ensuring visual consistency, and usability across deployments.

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

- Design/schedule digital assets for e-blast campaigns for marketing promotion.
- Created high-end commercial brochures, RFPs, and property booklets.
- Customized presentation materials for sales events and client meetings.
- Enhance floorplan graphics to provide clearer availability and occupancy data for client review.
- Integrated building-stack real-time visual data into the design workflow and create summary.
- Print & bind materials, cover mats, and property proposal flyers

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

- Designed custom e-invites to schedule and coordinate automated submission campaigns.
- Pulled survey for management reporting on automation campaign and survey results.
- Create web-hero banner imagery to generate marketing leads/social campaigns messaging.
- Allocate prints and digital assets and customized fillable online pdf forms.
- Maintain Realtors profile websites and landing pages and order custom business cards.
- Tailored sales presentation materials for brokers, real estate agents and regional consultants.
- Customized promotional postcards for targeted mailing and printed ad campaigns.
- Utilized CRM platforms: Act-On, JUNGO, PrintSF, ExactTarget to manage e-mail campaigns on Salesforce.

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

- Weekly graphic ads developed for both broadcast TV spots, websites and social campaigns.
- Design high-end presentation materials for consultants and realtor's across US branches.
- Create consultant booklet prints to maintain brand consistency and client-facing materials.
- Customized promotional postcards for targeted mailing and printed ad campaigns.
- Create web-hero banner imagery to generate marketing leads/social campaigns messaging.
- Negotiated with vendors to manage production timelines, pricing, and quality control.
- Supervise and train summer interns, volunteers, and coordinate planning events.

01/2015 – 01/2016
*Chicago, IL***Coldwell Banker (contract role)***Marketing Graphic Designer*

- Design property sheets, brochures and property prints for home showing.
- Create management reporting and pull database for mailing radius distribution.
- Customized promotional postcards for targeted mailing and printed ads.
- Create web-hero banner imagery to generate marketing leads/social campaigns messaging.
- Maintain Realtors profile websites, landing pages and order business cards.
- Develop virtual video home walkthroughs and enhance property photos through detailed retouching.

01/2013 – 01/2015
*Chicago, IL***EDUCATION**

Kent State University

Studied Communication: User Experience Design, MS

The Illinois Institute of Art

Studied Multimedia and Digital Graphics, BFA

Robert Morris University

Studied Web Graphic Design, AAS