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, Internal Design Systems, Micrographics Insight
- **Front-End & Digital Production**: Co-Pilot / AI 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   **05/2022 – 09/2025**
UI/UX Designer   *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   **12/2017 – 05/2022**
UI Graphic Engineering II, GIS-MW   *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.

- Designed HVAC / fire automation graphics and energy dashboard panels for enterprise-level building systems.
- Translated engineering submittals into scalable design systems and reusable UI components.
- Reviewed project scopes, migration quotes, and submitted change orders to project managers.
- Created energy-focused dashboard slides to support clear, data-driven presentations.
- Provided technical support to field operators through job-site visits and remote server access
- Delivered QA feedback on submittal graphics to reduce errors and maintain compliance.

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 troubleshot 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