

Michelle L. Valentin

Digital Designer — UI Visuals · Marketing Design · Web Experience

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SUMMARY

UI Visual Digital Designer with experience creating intuitive UI visuals, responsive layouts, and multi-channel marketing assets for enterprise, financial, and technology environments. Skilled in Figma, Adobe Creative Suite, component libraries, UX collaboration, and digital campaign production. Known for clean visual hierarchy, fast execution, and strong cross-functional communication with product, UX, engineering, and marketing teams. 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 Products:** Web Design (Wix, CMS, HTML/CSS), HubSpot, Email Design, AI workflows, UX research, Wireframes
- **Marketing Creative:** Digital Campaigns, Video snippets, Social Graphics, Landing Pages, Banners, Product Promos
- **Communication & Presentation:** Infographics, PowerPoint Designs, Prints, Trade Show Visuals, Style-Guides
- **Tools & Workflow:** Jira, Confluence, Wrike, Salesforce, Lucidchart, FigJam, Mural, Blue Beam
- **Analytics & Accessibility:** SEO Insights, Heat Mapping, A/B Testing, WCAG-Compliance Standards
- **Engineering Tools:** AutoCAD 2D/3D, Revit-BIM, Desigo CC BACnet, Control Point Touch Systems

FREELANCE EXPERIENCE

01/2026 - Present

Graphic Marketing Designer

Remote

Developed digital and visual assets for real estate and mission-driven outreach marketing support.

- Created flyers, posters, and print collateral to support design initiatives and conference events
- Designed custom realtor brochures, social graphics, and digital ads to support marketing efforts
- Delivered polished layouts with accurate sizing, color consistency, and vendor print ready
- Produced high-clarity, accessible visuals that improved brand recognition and engagement

WORK EXPERIENCE

U.S. Bank Corp

05/2022 – 12/2025

UI / UX Visual Digital Designer

Chicago, IL

Designed digital visuals supporting enterprise UX flows, research insights, and brand consistency across financial products.

- Created UI graphics and component variations supporting user journeys across web and mobile
- Developed user-journey wireframes and prototype UI screens using visual storytelling and data-driven feedback
- Built and refined front-end UI components using HTML/CSS to support responsive style-guide documentation
- Applied WCAG 2.1 AA standards to ensure accessible, compliant, and user-friendly digital experiences
- Designed digital visuals supporting UX flows, shopping-cart interactions, and financial brand consistency
- Built landing pages, banner hero ads, and infographics to drive product visibility to generate marketing leads
- Utilized CMS-driven content to support scalable design systems across divisional products
- Enhanced UI clarity and accessibility across user flows while supporting scalable visual systems
- Delivered high-volume digital DAM library token-assets that accelerated global campaign performance

Siemens

12/2017 – 05/2022

UI / UX Graphic Engineering II

Mt. Prospect, IL

Developed digital and visual assets for large-scale infrastructure and industrial platforms.

- Designed UI visuals, icons, and interface graphics supporting engineering and product teams
- Improved usability through simplified visual communication and structured application systems
- Produced digital assets for panel dashboards, product interfaces, and technical efficient workflows
- Built, structured, and maintained CMS-driven submittal content to support functional user experiences
- Collaborated with cross-functional teams to ensure visual consistency across product lines
- Created documentation visuals, diagrams, and component graphics for enterprise platforms

Real Estate & Mortgage Firms

Digital Marketing Designer

01/2013- 12/2017

Chicago, IL

Delivered multi-channel digital marketing assets for commercial and residential portfolios.

- Designed landing pages, social graphics, promotional modules, and digital ads
- Produced high-end brochures, RFPs, flyers, and custom sales booklet
- Pulled and organized building data for chart and layout development
- Used CMS portals to build HTML websites optimized for responsive & form interactions
- Supported marketing teams with fast-turn digital assets and data reporting
- Launched CMS-driven email campaign invites to boost engagement, reach, and conversion

NLC Non-Profit

Senior Lead Designer

01/2009 – 01/2015

Chicago, IL

Led digital and print design for multi-campus events and large-scale community initiatives.

- Designed HTML websites, newsletters, conference materials, and event branding
- Produced video edits, promotional graphics, and multi-channel campaign assets
- Negotiated pricing with vendors and sourced branded promotional products
- Produced branded visuals for trade shows, storefronts, window displays, and bus ads

EDUCATION

Kent State University - MS, User Experience Design

Focus: responsive visual design, UX research, usability testing, prototyping, information architecture

The Illinois Institute of Art – BFA, Multimedia/Digital Graphics

Focus: digital interfaces, marketing visuals, multimedia design

Robert Morris University – AAS, Web Graphic Design

Focus: web interfaces, HTML/CSS, JavaScript, CMS platforms

AWARDS

Illumina Platinum Design Award

Recognized for narrative-driven graphic artwork using layered photo manipulation and strong visual storytelling.