

Michelle L. Valentin

UI/UX Digital Visuals · BAS Automation · Web Experience · Marketing Graphic Design

Roselle, IL | 708-829-5721 | Email: mvalentin.designer@gmail.com

LinkedIn: <https://www.linkedin.com/in/michelle-valentin-visual-designer/> | Portfolio: <https://www.mvalentin-designer.com/>

SUMMARY

I'm a UI/UX Visual Digital Designer who builds intuitive interfaces and cohesive visual application systems for web, marketing, financial products, and BAS automation engineering 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
- **Engineering Tools:** AutoCAD 2D/3D, Revit-BIM, Desigo CC BACnet, Control Point Touch Systems
- **System Designs:** AI, Web-Mobile Designs(Wix, CMS, HTML/CSS), Architectural Wireframing, UX Workflows
- **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, UX Research, WCAG-Compliance Standards

WORK EXPERIENCE

Siemens

Graphics BAS DDS Enterprise

09/2026 - Present

Rolling Meadows, IL

Deliver seamless Smart Building digital packages by ensuring every system is fully tested, documented, graphics digital integrated, and ready for deployment and installation for field technicians on client sites.

- Assemble customer solutions off-site and install the Digital Deployment Graphics Package online.
- Perform factory testing, including I/O testing, alarm messaging validation, and system integration checks.
- Remotely graphic-data packages on client servers, ensuring technicians have all assets ready for installation.
- Install all required technical graphic files for system integrations and maintain QA documentation.
- Provide remote commissioning of panel and controller logic when connectivity and data is available.
- Update cloud-based project sites with testing results and perform migrations from P2 to BACnet.

U.S. Bank Corp

UI / UX Visual Digital Designer

05/2022 – 12/2025

Chicago, IL

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

- Identified usability pain points by mapping ambiguous interaction pathways across the end-to-end UX journey
- Designed digital visuals supporting UX flows, shopping-cart interactions, and financial brand consistency
- 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
- 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

UI / UX Graphic Engineering II, GIS MW

12/2017 – 05/2022

Mt. Prospect, IL

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

- Implement HVAC automation UI graphics and energy dashboard panels for enterprise BAS systems
- Extract AutoCAD mechanical drawings & submittals to finalize graphic output for implementation
- Installed and configured applications for control point, automation panels, and client servers
- QA on project scopes, migration quotes, and submitted change orders to project managers
- Produced digital assets for panel dashboards, product interfaces, and technical efficient workflows
- Designed UI visuals, icons, and interface graphics supporting engineering and product teams
- Optimized functional workflows using engineered, systematic application wireframing frameworks
- Created energy-focused dashboard slides that supported a data-driven UI/UX presentation
- Provided technical support to field operators, including job-site visits and remote server access

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
- Set up launch and promotional realtor event logistics, including venue and catering coordination, agendas, meeting materials, registration, and attendee communications

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 and prints
- Produced branded visuals for trade shows, storefronts, window displays, and bus ads
- Set up community events, recruited volunteers, and coordinated live production

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

- **The Illinois Institute of Art, Illumina Platinum Design Award**
Recognized for narrative-driven graphic artwork using layered photo manipulation and strong visual storytelling.
Artwork display at the Washington D.C. Museum
- Received multiple Star Awards at both Siemens and U.S. Bank.