Michelle Valentin

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

UI Visual / Graphics Tech Specialist with expertise in automation-driven design, digital asset management, and enterprise user experiences. I combine visual storytelling designs, engineering automation, and process optimization to create scalable, user-centered solutions that enhance usability, streamline workflows, and support business objectives through data-driven decision-making. I am available for freelance, contract, and project-based opportunities.

WORK EXPERIENCE

Siemens
09/2026 - Present
UI Visual / Graphics Tech Specialist DDS Enterprise
Rolling Meadows, IL

Played a pivotal role in implementing, installing, and managing end-to-end digital deployments for enterprise and data center clients, supporting integrated Smart Building HVAC solutions.

- Collaborated with operations and field teams to deliver fully assembled graphic devices for project implementation.
- Design custom graphical solutions, device assets, data point mapping, and support system-level functionality.
- Installed required technical graphic files, data point mapping and functionality validation, and QA reporting.
- Documented commissioning and testing results for controlling logic and integrated building systems.
- Maintain and update cloud-based project sites with verified testing results and lead migrations from P2 to BACnet.

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.

- 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
- 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

Siemens
12/2017 – 05/2022
UI / UX Graphic Engineering II, GIS MW
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
01/2009 – 01/2015
Senior Lead Designer
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.