Michelle Bovenizer

Product Designer | Visual Designer

Online Portfolio
michellebovenizer.com

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Email
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Location
Minneapolis, MN

Skills

Design

- Design Systems
- Design Thinking
- Information Architecture
- Iterative Design
- Mockups
- Personas
- Product Design
- Prototyping
- Usability Testing
- User Centered Design
- User Experience
- User Journeys
- User Stories
- Visual Design
- Wireframing

Technical Knowledge

- Adobe Creative Cloud
  - Illustrator
  - InDesign
  - Photoshop
  - Premiere Pro
- Figma
- HTML, CSS, & JavaScript
- Microsoft Office
- WordPress Development

Soft Skills

- Collaboration
- Communication
- Creative Strategy
- Project Management

Experience

UX & Visual Designer, Nystrom & Associates
Mental Healthcare | New Brighton, MN | 04/2021 – Present

- Redesigned and developed Nystrom's online provider listings, featuring 1,000+ providers, advanced search functionality, and an improved user experience, resulting in a 170% increase in user engagement and a 5% increase in appointment scheduling.
- Redesigned and developed Nystrom's 6 partner brand websites, creating a cohesive brand and unified user experience across all platforms.
- Designed mockups, interactive prototypes, and created a company-wide design system to streamline design processes and maximize efficiency.
- UX research, such as competitive audits, heatmaps, interviews, screen recordings, surveys, and usability studies to make iterative design changes, resulting in a ~8% increase in conversion rates across 7 websites.
- Collaborated with stakeholders to plan website projects and improvements, which led to improvement in business goals, objectives, and outcomes.
- Mentored other members of the marketing team by providing guidance and training on various projects, such as print, web, social media design, and WordPress training.

UX & Visual Designer, Allegra Marketing Print Mail
Design Agency | Alsip, IL | 11/2016 – 04/2021

- Increased conversion rates of several clients' websites by ~25% through design improvements, based on UX research and making iterative design changes.
- Lead the creation of Allegra's digital design department by offering website and email marketing design, resulting in a ~20% increase in revenue for the company.
- Designed both print and digital media, such as flyers, brochures, displays, company branding, and WordPress websites.
- Redesigned Allegra's online ordering website, streamlining order creation and reducing the time it takes to process orders by 25%.
- Collaborated with stakeholders to design landing pages, print ads, digital ads, brochures, displays, and for website updates.

Education

- Google UX Design Professional Certificate
- Advertising Art Direction, Columbia College Chicago, Bachelors Degree

Associations

- UX Professionals Minnesota, AIGA Member