Michelle Ta

www.nhita.work | michellequynhnhita@gmail.com

EDUCATION

University of Wisconsin-Milwaukee   **2019-2023**

Bachelors Degree, Information Science and Technology

Thinkful   **2021**

UI/UX Design Certificate

SKILLS

Skills: UX, UI, Human Centered and User-Centered Design, UX Research, Graphic Design, Web Design, HTML, CSS, Product Management

Software: Figma, Adobe XD, Sketch, Invision, Jira, Trello, Asana, Notion, Slack, Google Suite, Microsoft Office

WORK EXPERIENCE

StoicLane (Private Equity Firm) (Chicago, IL)   **01/2023-07/2023**

Product Designer (Full-Time) - Laid Off in 2023

- Launched Armhr HCM app (www.armhr.com) in June 2023 (6-month project for MVP)
- Led conceptual ideas to translate them into design flows, and layouts to help organizations manage their company and employees in a seamless experience
- Designed and developed an intuitive and user-friendly experience, resulting in a 20% increase in user engagement.

TIAA (Chicago, IL)   **11/2021-12/2022**

Lead UX Designer (Contract)

- Launched a 401k comparison tool for retirees to pick a retirement plan.
- Managed a team of UX/UI Designers and UX Researchers to recommend project objectives to management.
- Designed and developed an intuitive and user-friendly dashboard for a comparative matching service, resulting in a 20% increase in user engagement.

Avex-E-Commerce (Chicago, IL)   **05/2022-08/2022**

Senior UI/UX Designer (Contract)

- Conducted user research, and created intuitive and user-friendly interfaces for e-commerce websites that resulted in a 20% increase in conversion rates.
- Launched new websites for clients, resulting in a 30% increase in website traffic and a 20% increase in user engagement.

Paradigm (Middleton, WI)   **11/2021-09/2022**

UX/UI Designer (Full-Time)

- Improved the old legacy features' user experience and launched Client Management, Mass Maintenance: General Tab, Mass Maintenance: Price Settings, Discount Management, Setup Required Data, Catalog Release Tools, Change Quote to Client, Credit Memo, and Mass Maintenance resulting in 50% user engagement.
- Designed a design system that improved engineer and design collaboration and efficiency by 20%.

Tilted Chair (Chicago, IL)   **05/2019-11/2021**

Senior UX/UI Designer (Contract to Hire)

- Increased website traffic by 50% through A/B testing and designing new user flows.
- Launched and designed new websites for clients, resulting in a 30% increase in website traffic and a 20% increase in user engagement. I worked on dotdigital, legacy healthcare, and many more.

VOLUNTEER EXPERIENCE

Asian Connections Hub (asianconnectionshub.com)   **12/2021-Present**

Head of Product, Product Manager

- The Asian Connections Hub (ACH) is a nonprofit aiming to build a community space where groups and individuals can coexist, connect, and learn about each other. https://asianconnectionshu.wixsite.com/mysite

BobaTalks   **03/2023-Present**

UX Lead

- Launched the community page (coming soon in 2024)
- Be an advocate for design with non-design audiences, specifically for students. Develop conceptual diagrams, wireframes, visual mockups, and prototypes.
- Craft the overall UX vision by leading a team of UX professionals

Sunnyside (sunnyside.care)   **03/2020-Present**

Head of Product, Product Manager

- Sunnyside is a mental wellness app providing accessible care to minorities. Sunnyside's mental health app is a product under the non-profit section 501(c)(3) Asian Connections Hub. Following the successful merger in 2023, we continue to strive with our commitment to fostering mental health support within the Asian and BIPOC community.