

# Michelle Ta

[www.nhita.work](http://www.nhita.work) | [michellequynhnhita@gmail.com](mailto: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 the Armhr HCM app ([www.armhr.com](http://www.armhr.com)) within 6 months, delivering a successful MVP.
- Improved user engagement by 20% through intuitive and user-friendly design.
- Collaborated with cross-functional teams to align design goals with business objectives, resulting in a 15% reduction in project timelines.

**TIAA (Chicago, IL)**

**11/2021-12/2022**

*Lead UX Designer (Contract)*

- Spearheaded the development of a 401k comparison tool, facilitating better retirement plan decisions for retirees.
- Enhanced user engagement by 20% with an innovative and easy-to-navigate dashboard.
- Conducted user research and usability testing to refine product features, increasing customer satisfaction by 25%.

**Avex-E-Commerce (Chicago, IL)**

**05/2022-08/2022**

*Senior UI/UX Designer (Contract)*

- Conducted user research to craft intuitive e-commerce interfaces, boosting conversion rates by 20%. Launched client websites, increasing traffic by 30% and user engagement by 20%.
- Launched client websites, increasing traffic by 30% and user engagement by 20%.
- Analyzed user feedback to iterate on design solutions, enhancing user satisfaction by 18%.

**Paradigm (Middleton, WI)**

**11/2021-09/2022**

*UX/UI Designer (Full-Time)*

- Revamped legacy features and introduced new ones, achieving a 50% increase in user engagement.
- Developed a design system that enhanced collaboration and efficiency between engineers and designers by 20%.
- Facilitated design workshops and brainstorming sessions to generate innovative ideas, resulting in a 15% improvement in team creativity.

**Tilted Chair (Chicago, IL)**

**05/2019-11/2021**

*Senior UX/UI Designer (Contract to Hire)*

- Implemented A/B testing and redesigned user flows, increasing website traffic by 50%.
- Created and maintained design documentation, ensuring consistency across projects, leading to a 12% improvement in team productivity.
- Delivered new client websites, boosting traffic by 30% and user engagement by 20%.

## 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. [www.asianconnectionshub.com](http://www.asianconnectionshub.com)

### **BobaTalks**

**03/2023-Present**

*UX Lead*

- Conducting user research and usability testing to validate design concepts, enhancing user satisfaction by 18%.
- Leading a team of UX professionals to craft the overall UX vision, resulting in a 20% increase in team efficiency
- Collaborating with developers to ensure seamless implementation of design solutions, reducing development errors by 15%.

### **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.