MICHELLE FLACKS / USER EXPERIENCE DIRECTOR

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

B.F.A Advertising Design
Minors in Psychology, Art History
& Creative Technology
NEW YORK, NY

A.A.S Communication Design
NEW YORK, NY

INDUSTRY LEADERSHIP

UX Certificate Program Instructor
UI Certificate Program Instructor

Fashion Institute of Technology

Currently teaching in two reoccuring 8-week certificate programs, tailored for creative professionals who are looking to advance their career in the field of UX design

SKILLS

Figma
Sketch
Axure
Invision / Zeplin
Heap
Google Analytics
Prototyping
Design System Management
Storybook
User Journeys
Information Architecture
User Testing
Project Management
Adobe Creative Suite
Microsoft Office
Identity and Brand Development
Social Media Strategy
Keynote, Powerpoint & Google Slides
HTML / CSS
Photography

WORK

Director of User Experience
September 2023 - Present

Thinx Inc.

• Led and managed a team UX/UI designers and researchers, providing mentorship and guidance to drive cohesive and high-performing teams
• Developed and executed comprehensive UX strategies aligned with business objectives, resulting in increased CVR and AOV
• Oversaw the successful delivery of 10+ concurrent UX projects, consistently meeting or exceeding project milestones and deadlines
• Ensured compliance with industry standards, including WCAG and Section 508, to create inclusive and accessible designs, enhancing user experiences for diverse audiences
• Effectively communicated UX strategies and design recommendations to C-level executives, cross-functional teams, and external stakeholders, resulting in increased stakeholder satisfaction

Senior UX Designer
March 2020 - September 2023
UX Designer
May 2018 - March 2020

Thinx Inc.

• Created and managed a thorough design system for three brands; to create consistency across digital assets and provie a unified customer experience
• Crafted strategies and designs for special intiatives including a revised referral program, an interactive product selection tool, and a varity of upsell features across touchpoints
• Increased conversion rates across product education and launch landing pages by applying UX design best practices and working closely with UI designers and developers
• Hosted workshops to educate non-technical coworkers and executives on software skills and design thinking processes to improve company practices and drive e-commerce best practices

UX/UI Designer
July 2017 - May 2018

IBM iX

• Designed an ecommerce desktop and mobile website for the largest furniture manufacturer in China including mood boards, UI elements and 25 full templates for a variety of conditions in multiple phases of design sprints
• Successfully researched Chinese UI practices via primary and secondary research culminating in client knowledge transfer
• Utilized multi-national bank's existing assets to create proof of concept for back-end AI software working closely with developers to provide design input
• Learned and practiced multiple development processes including Scrum, Agile, Lean, Waterfall and IBM Design Thinking

Art Director
May 2015 - July 2017
Art Direction Intern
Jan 2015 - May 2015

Resource/Ammirati

• Designed logo and official brand assets of national beauty brand to be rolled out at all store locations after extensive brand research and design iterations
• Presented design concept for new website for global consumer product company and contributed to final design in partnership with extended creative team
• Concepted and developed differentiating campaign ideas and ads for 10+ clients across channels including social media, billboards, print, digital, brand partnerships, and retail
• Developed social media ad strategy, concepts, and assets for consumer product company for over two years to successfully increase digital impressions