MICHELLE PAKRON »

HOUSTON, TX | 504.400.1875 | MPAKRON@GMAIL.COM | WWW.MICHELLEPAKRON.COM

PROFILE

Creative, research-minded, business-oriented UX Strategist & Designer. Over 19 years of expertise in multi-faceted roles within corporate, agency, and small-business environments. Passionate advocate for merging user and business needs into useful, usable, and beautiful solutions.

PROFESSIONAL EXPERIENCE

Senior UX Analyst + Designer
Invesco US | October 2014 – February 2018, Houston, TX

- Created and facilitated usability and user testing, both in person and remote, using paper prototypes, interactive prototypes (InVision), and online services, and created detailed analysis reports.
- Performed UX strategy and analysis, including user research, competitive audits, expert reviews, analytics analysis, and user interviews.
- UI Lead for web and native mobile projects; created high fidelity designs using Sketch and Illustrator.
- As UX Lead, mentored other UX staff and created training on various UX and web topics for the Digital Marketing team.
- Acted as vendor liaison for evaluating products such as Frontify, InVision, and Ceros, organizing demos and training as well as creating reports for senior leadership to evaluate.

UX Designer (Consultant)
GobySavvy (Virtual UX Consulting Firm) | June 2015 – January 2017, Remote

- Conducted expert UX reviews and produced detailed reports for clients that outlined outstanding UX issues and solutions for improvement.
- Responsible for project management and client interaction as well as UX Design for projects with clients across the globe.

Director of Creative Services & SharePoint
Mississippi Interactive | July 2011 – August 2014, Jackson, MS

- Led the overall creative and user experience strategy and design for all MSI projects, including the award-winning state website, ms.gov.
- Responsible for creating and delivering print documentation and providing in-class training for State Agency partners.
- Was the In-house SharePoint Subject Matter Expert responsible for providing direction on appropriate uses of SharePoint, designing and building SharePoint sites, training staff on how to use SharePoint, and serving as site collection administrator.

Web Team Lead, UX/UI Designer & Web Project Manager
Stewart Enterprises | September 2001 – June 2011, Jefferson, LA

- As team lead, was responsible for the company's corporate intranet, as well as all web team projects, including web applications for internal and external usage.
- Led the overall implementation of dozens of web applications such as an application to update HR information, one to submit accident reports from facilities, and one that allowed user security privileges to be added/edited in bulk.
- Led the UX strategy, design and overall implementation of the migration from a custom coded intranet into a SharePoint 2007 intranet. Served as webmaser/administrator for the intranet.
- Served as evangelist for both UX and SharePoint throughout the company.

SKILLS

UX Strategy & Design
Competitive + Industry Research
User Testing
Information Architecture
Wireframes + Prototypes
User Interface Design
Web Application Design
Native Mobile Design
Responsive Web Design
HTML/CSS/JS
Agile SCRUM + Waterfall
Documentation + Training

TOOLS

Adobe Creative Cloud
Sketch + Illustrator
Axure & UXPin
Principle + InVision + Ceros
Visio + OmniGraffle
MS Office
DeepTrawl
Google Analytics
UserTesting.com/Usability Hub
Rally + Slack + Basecamp

EDUCATION

August 1994 – May 2000
University of New Orleans
Completed the graphic design program as well as minors in studio art and psychology

CERTIFICATIONS

March 2016
NNG UX Week | UXC

April 2015
Human Factors International | CUA

CURRENTLY...

Taking a Udemy course on **Design Thinking** fundamentals from Cooper

Reading the book **Bottlenecks: Aligning UX Design with Psychology**

LINKS

LinkedIn:
https://www.linkedin.com/in/michellepakron/

My blog:
https://michellepakron.com/blog/