



PRODUCT DESIGNER/UX STRATEGIST

MICHELLE PAKRON»

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PROFILE

Creative, research-minded, business-oriented Product Designer and UX Strategist. Over 20 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

User Experience Lead

Memorial Hermann Health System | May 2018 – Present, Houston, TX

- Lead UX and design for the Everyday Well health management web app, including user testing, functionality and user interface design.
- Work closely with analysts, developers, and QA team members to create new stories, assist in quality assurance testing, and help lead the overall product strategy for digital products.
- Using multiple sources of data, create and maintain dashboards and reports to keep the team and management apprised of the performance of the health management portal.
- Work with other leads, project managers and management to develop roadmaps and digital strategy for the team.

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, 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.

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/NIC | 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 webmaster/administrator for the intranet.
- Served as evangelist for both UX and SharePoint throughout the company.

SKILLS

Product Design
UX Strategy & Design
Ideation Session Facilitation
Competitive + Industry Research
Data Reporting + Analysis
User Testing
Information Architecture
Wireframes + Prototypes
User Interface Design
Web Application Design
Native Mobile Design
Responsive Web Design
HTML/CSS

TOOLS

Adobe Creative Cloud
Sketch + Figma + XD
Axure + UXPin
InVision + Principle
Visio + OmniGraffle
MS Office + GSuite
DeepTrawl
Google Analytics
Google Data Studio + Tableau
UserTesting.com/User Zoom
Rally + Jira + Slack + Basecamp
Photoshop + Illustrator

EDUCATION

June 2019 – August 2020
Lamar University | BA
Completed bachelor's in applied arts and sciences

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

LINKS

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

My portfolio site:
<https://michellepakron.com>

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

My UX Instagram feed:
<https://www.instagram.com/shelldoesux/>