



Michelle Willson

I am Michelle Willson and I have the creative, technical, and usability design skills to ensure your customer has a positive experience.

I specialize in abstract thinking, design solutions and visual impact.

HIGHLIGHTS

- Experience with design tools such as Adobe Creative Cloud (Illustrator, Photoshop, XD & InDesign), Sketch, and Invision.
- 10 years design experience creating full-brand/campaign designs, web design and print design
- 3 years UX experience creating wireframes, high-fidelity mock-ups, prototypes, and user-friendly websites
- Highly creative and high attention to detail
- Strong collaboration skills with developers and product designers

Extensive portfolio at www.willson.design

EDUCATION

General Assembly—UX and Product Design
2016–2017

Brainstation—Intro to Web Development 2015

Ontario College of Art & Design (OCAD University)
Art of Type Continuing Education Course 2014

Humber College of Applied Arts & Technology
Graphic Design Advanced Diploma 2009–2012

CONTACT

mich.willson@gmail.com
www.willson.design
519.808.9997

EXPERIENCE

FREELANCE

WILLSON DESIGN // NOV. 18–CURRENT

- Self managed business
- Brand Design, Logo Design, Print Design, Web Design
- Design projects within established brand standards and style guides for print and digital media
- Knowledge of social media platform asset requirements and editing

VISUAL & UX DESIGN / CONTRACT

Sherpa Creative // NOV. 18–MAR. 22

- Worked on designs for multi-page documents, multi-touchpoint campaigns, print and digital ads, graphics for social media and more
- Developed user flows, wireframes, prototypes, and high fidelity visuals
- Lead UX design on new client projects
- Great organizational skills with ability to multi-task, prioritize assignments, and meet tight deadlines
- Generate innovative concepts and designs from ideation to production-ready assets
- Specialized in brand identity development, online creative direction, business collateral, event/promotional marketing, indoor/outdoor signage and both print and digital forms of marketing

VISUAL / UI DESIGNER / CONTRACT

Devotion // SYDNEY, AUS // AUG. 18–SEPT. 18

- Collaborated with team of visual designers, UX lead and product manager on local e-commerce website, including wireframing, prototyping and high fidelity mock ups
- Brought strategic insight and creative concepts from ideation to launch
- Participated in brainstorming, creative direction and production on multiple clients current projects

UX DESIGNER / CONTRACT

VML // SYDNEY, AUS // MAY. 18–JUN. 18

- Collaborated with UX lead and UX designers on digital designs
- Daily tasks included wireframing, strategic thinking, information architecture, reviewing user flows and user journeys
- Applied user research and best practices while collaborating with dev team in an agile work flow



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VISUAL DESIGNER / CONTRACT

Sherpa Creative // JUL. 16–OCT. 17

- Collaborated with strong team of 4 visual designers
- Specialized in brand identity development, online creative direction, business collateral, event/promotional marketing, indoor/outdoor signage and both print and digital forms of marketing
- Collaborated to resolve problems
- Articulated design rationale to art director
- Client and team focused

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