Michelle Le

Portfolio: michellele.io | **LinkedIn**: mi-chelle-le | **Email**: ml3725@drexel.edu | **Phone**: 267-261-0220

Education

Drexel University   **Philadelphia, PA**
B.S. User Experience and Interaction Design   Anticipated Graduation: June 2026
Cumulative GPA: 3.98

Work Experience

UX/UI Design Co-op   **Apr 2024 - Present**
CSL Behring   King of Prussia, PA

- Led the creation of my department's first Master Design System (MDS) with reusable components and modules for patient-facing digital health apps, speeding up the design process and improving brand consistency
- Designed and implemented six reusable Veeva email templates, reducing production costs by 50% and significantly improving delivery times for marketing campaigns
- Created cost-effective Veeva IVA (Interactive Visual Aid) templates, cutting design costs by approximately 40% ($20,000+ in savings per project)
- Documented the flow of screens for the flu e-commerce website in Figma, facilitating collaboration between design and development teams

Motion Graphics Animation Co-op   **Apr 2023 - Sept 2023**
MJH Life Sciences   Cranbury, NJ

- Utilized Illustrator assets and animation techniques to craft engaging medical information videos in After Effects
- Created logo animations, video intros, and lower thirds, ensuring brand alignment and enhancing visual identity
- Learned Blender to compose 3D models and environments to integrate in animations
- Collaborated with the motion graphics team and other department creatives to produce high-quality animations under tight deadlines

Project Experience

Primary Developer, Secondary UI Designer   **Sept 2023 - Mar 2024**
Wokworks Food Truck Web App   Philadelphia, PA

- Collaborated in a team of five to conduct comprehensive user research, including surveys, interviews, and journey mapping which informed design decisions and user persona development
- Designed and prototyped low- to high-fidelity designs in Figma while conducting user testing at each phase to identify and implement improvements
- Led backend development by implementing JavaScript and PHP to create and link databases for user information, menu items, and ordering functionality, creating a responsive app experience

UX/UI/IX Designer   **Apr 2023 - June 2023**
Dermio Mobile Skincare App   Philadelphia, PA

- Redesigned a skincare app by unifying branding and UI for a cohesive visual experience, creating user personas, and developing detailed task flows to guide design decisions
- Enhanced the user journey by sketching, wireframing, and building high-fidelity UI for seamless interaction
- Designed and animated microinteractions in After Effects to bring app flows to life for an engaging user experience

Skills

Design & Media: Master Design Systems, Interaction Design, Wireframing, Prototyping, User Interview/Testing, User Personas, Journey Mapping, Affinity Mapping, Motion Graphics, Animation, Video Editing, 3D Modeling
Development: HTML, CSS, JavaScript, PHP, MySQL, Responsive Web Design
Tools & Software: Figma, FigJam, Miro, After Effects, Illustrator, Photoshop, Microsoft Office, Clip Studio Paint, Procreate, Blender, VS Code, Github, Git, Wordpress

Awards

- Dean's List (2021-Present)
- Founder's Scholarship (2021-Present)
- Design for Excellence Award Nominee (2022)
- Alumni Association of CHS Scholarship (2021)

Activities

- Drexel CHI UX Club (Secretary, Member)
- Society of Asian Scientists and Engineers (Mentor, Member)
- Asian Student Association (Member)
- Westphal Pilot Peer Mentorship Program (Mentor)