


Michelle Viet

UX/UI AND PRODUCT DESIGNER

I am a designer based in Vancouver, Canada, dedicated to delivering innovative and effective designs that meet user needs and drive business success. Skilled in transforming complex problems into accessible, delightful experiences through wireframing, prototyping, and interaction design and collaborating with cross-functional teams to drive impact.

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EDUCATION

Capilano University

IDEA School of Design

— Bachelor of Design in Visual Communication + Interactive Design Concentration

EXPERIENCE

User Experience Designer

FEB 2024 - APR 2024

— Cova Software

- Performed comprehensive mobile view testing, documenting over 10 issues to ensure seamless cross-device functionality for Cova, the #1 cannabis point of sale system in North America
- Developed low to high fidelity wireframes for log-in flows, security permissions, and product label creation flows, maintaining consistency using design libraries and collaborating with developers to align on technical constraints and resolutions for the B2B SaaS platform
- Created wireframes for future roadmap features, designing flows to humanize the digital budtender experience for mobile device users, incorporating user personas to ensure the needs and expectations of diverse user groups are met

User Experience Designer

MAY 2022 - MAY 2023

— SAP Inc.

- Worked to improve user experience within 2 B2B SaaS products SAP products: SAP Analytics Cloud (SAC) and Data Warehouse Cloud (DWC), created and maintained information architecture, wireframes and interactive prototypes for new features on desktop and mobile
- Led UX design support and signed off on 2 key product features for SAC, helping users access support and help documentation more efficiently, worked closely with global stakeholders and cross-functional teams to navigate design trade-offs and maintain consistency with project goals and requirements
- Advanced SAP's accessibility initiatives by developing screen reader annotations for the Analytics Cloud Accessibility Component Library, ensuring compliance with WCAG guidelines and promoting user-friendly accessible design practices

Design Strategist and Visual Designer

JAN 2022 - APR 2022

— Dossier Creative

- Developed the brand identity and creative strategy for 3 companies dedicated to social good as a part of Railyard Lab, an intern powered studio at Dossier Creative, a brand and innovation design firm
- Collaborated with a team of 5 members to design presentations that communicated strategic insights
- Created impactful brand elements and refined key messaging to build brands
- Conducted market research leveraging Miro, Figma, and Google Drive, documenting insights and supporting data-driven decision-making with well-documented research findings

Contract Freelance Designer

APR 2020 -

- Served both corporate and independent clients across industries such as electronics manufacturing, tech, fitness, and music. Designed posters, publication layouts (catalogues, magazines), motion graphics, landing pages, product packaging, digital advertisements, design systems, logos, infographics, banners, illustrations, social media posts for over 20+ companies, and merchandise

SKILLS

- UX Design
- UI Design
- Design Systems
- Visual Design
- Brand Design
- Agile
- User Research
- Wireframing
- Prototyping
- Responsive Web & Mobile Design
- B2B SaaS Design

TOOLS

- Figma
- Sketch
- Invision
- Miro
- Jira
- Procreate
- HTML/CSS
- Adobe XD
- Photoshop
- Illustrator
- After Effects
- Premiere Pro