

# Michelle Couch

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20+ years of design experience now enhanced with human-centered design thinking. There are no words to describe my enthusiasm, curiosity, and thirst for knowledge, leading me to pivot my career from graphic design to UX/UI design. Experience conducting and implementing user focus research and user testing, combined with my experience with structure and visual design, makes me a perfect candidate for a UX/UI position.

## Education

### Master of Professional Studies, UX Design

Maryland Institute College of Art (MICA) – Baltimore, Maryland – August 2021

### Bachelor of Arts, Graphic Design

Columbia College – Columbia, South Carolina – 1998

## Skills

### UX

User Research  
Journey Mapping  
Persona Building  
Design System  
Visual Design

Userflows  
Wireframes  
User Testing  
Low and High-Fidelity  
Interaction Design

### Other

Figma  
Sketch  
Miro  
Adobe Cloud  
Microsoft 360  
HubSpot  
Video Editing  
Drupal

## UX/UI Projects

MPS Concept Projects

### Read & WriteRight Solution Current Solo Project

A "calculator" mobile app to help adults with Learning Disabilities leverage built-in Assistive Technology available on the iOS platform for reading and writing?

**Competed (8-weeks):** Identifying the need through research, Microenvironment Forces, Competitive Analysis, Users Motivations, and Risk Analysis.

**To be completed (in August 2021):** Interviews with potential users and subject matter experts, ideation, empathy map, develop personas, journey maps, and user flows. Based on the Agile methodology, I will conduct usability testing with low and high-fidelity wireframes and prototypes.

### NDAR Mobile Application

**My roles within the group project: My roles were Research, storyteller, userflow, UX/UI design**

In 2019 alone, over 91 million people were impacted by natural disasters (ND). In order to help people prepare for ND and streamline local initiatives, a prototype of the Natural Disaster Aftermath Relief (NDAR) Mobile Application has been created to make them more effective while waiting for assistance from the National Guard, American Red Cross, FEMA, and other organizations.

## Experience

### Sonoco Multimedia Design Specialist June 2016 - Present

Website pages and campaign creation on the Drupal platform. Currently working on a User Experience (UX) Design audit and a hierarchy evaluation on our corporate website to accommodate bringing independent department websites into the fold.

### SCRA: South Carolina Research Authority Senior Marketing Administrator, Graphics and Events

January 2015 - June 2016

Created content and repositioned it across multiple channels, driving traffic to increase brand awareness, consideration, and demand. Marketing and communications outreach, project planning, management, and implementation, along with upfront research and metric-driven analysis that support continuous improvement.

### University of South Carolina Magazine Designer

July 2005 - January 2015

Designed and implemented a new identity system strategy with new logos, toolkit, and templates to form a "branded house, not a house of brands." Designed and/or redesigned and created design/brand standards for multiple publications..

### Chernoff Newman Art Director Aug 1998 – July 2005

Developed concept-driven solutions for a wide range of clients in a fast-paced, deadline-driven agency environment.