MICHELLE PARK

Lead Product Designer

I make complicated software feel obvious.

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Dallas, TX

ABOUT

Lead Product Designer who owns end-to-end design strategy for complex web and mobile products, and has hired and managed a product designer. I start with research and design from evidence. Known for attention to detail and strong business acumen. Lately focused on bringing AI into the design workflow to speed up handoff.

EDUCATION

CORNELL UNIVERSITY
Bachelor of Fine Arts · 2009–2013
Cognitive Psychology, Impact of Design, Visual Studies, Electronic Imaging in Art

THINKFUL
UX & UI Design Certificate · 2020–2021

SKILLS

UX/UI	Design systems, high-fidelity mockups, responsive design, prototyping, heuristic analysis
RESEARCH	User interviews, usability testing, A/B testing, customer journey maps, stakeholder interviews
LEADERSHIP	Design team management, design operations, AI-assisted design workflows, cross-team enablement
COLLABORATION	Agile, cross-functional partnership with product and engineering, design reviews
TOOLS	Figma, Claude Code, Storybook, Jira, Azure DevOps, HTML/CSS (basic), Adobe Suite

EXPERIENCE

MONUMENT · Lead Product Designer

Addison, TX · Sept 2024 – July 2026

Lead designer at an early-stage self-storage software company. Set up the design process with product and engineering, and owned design strategy across the full product: the tenant rental and portal experience and the operator-facing Facility Management Software.

- **End-to-end product design:** Designed and oversaw every part of the operator software, including payments and billing, move-outs and transfers, revenue management, leads, tenant management, unit and facility setup, communications, and reporting, plus the full tenant rental and mobile portal experience. After the payments launch, customers reported fewer calls for help with payments.
- **AI-assisted design:** Brought in an AI-design consultant to set up a Claude Code sandbox built on our real design system and components, so PMs and designers could prototype with our own UI. Partnered with the product director on rollout and training, and designed mostly with Claude in my own work.
- **Design system:** Maintained and expanded the Monument Design System in Figma. Led a Storybook–Figma parity audit of about 130 components that became engineering's source of truth.
- **Research-led decisions:** Based major redesigns on operator and tenant research, including interviews, competitive analysis, and usability testing on prototypes.
- **Design operations:** Joined with no design intake in place. Set up the team's Jira workflow, reorganized Figma into per-feature files with templates, and shaped the brief-writing process the product team now uses to scope design work.
- **Team leadership:** Hired and managed a product designer, and managed two contract designers, assigning projects and leading reviews.

GENERAL MOTORS · Sr. UX/UI Designer

Remote · Oct 2021 – Sept 2024

CARBRAVO UCARS (USED CERTIFICATION, ACTIVATION & RETAIL SERVICES)

- **End-to-end system design:** Led design for UCARS, the internal platform behind CarBravo's certified pre-owned program: dashboards, a pricing review queue, tier and fee setup, reports, and vehicle details.
- **Dealer participation rate:** Designed a page that shows dealers what goes into their participation rate, which vehicles are behind it, and how close they are to the next fee tier, giving field managers specific numbers to coach dealers with.
- **User research:** Advocated for bringing District Zone Managers, a newly onboarded user group, into research, and ran three rounds of testing with them.
- **Collaboration:** Worked closely with developers to keep designs feasible within the timeline, and with product managers to turn business goals into user-centered designs. Wrote a responsive guide and a style guide for handoff.

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EXPERIENCE, CONTINUED

GENERAL MOTORS · Sr. UX/UI Designer

Remote · Oct 2021 – Sept 2024

CADILLAC GLOBAL WEB & MOBILE APP TEAM

- **Test drive booking:** Redesigned test drive booking for Cadillac's relaunch in Europe: a larger pop-up where visitors pick a date and time without leaving the page, plus an exit version that offers one more chance to book or asks for feedback.
- **myCadillac app:** Designed the home screen for each vehicle state and refined service center search with a distance filter, covering every state of the flow.
- **Component library:** Added variables to the existing component library so designs could switch between languages, which sped up global launches.
- **File organization:** Reorganized more than 800 screens in Figma, proposing four structures and moving the team to one organized by vehicle state, then feature, which made the current design easier to find.

THE MIL CORPORATION · UX Designer

Washington, DC · Feb 2021 – Sept 2021

- Partnered with the Chief Digital Experience Officer at the International Trade Administration to create a user-centered design methodology, improving project success and reducing sunk costs.
- Designed and tested improvements to the Salesforce user experience based on customer needs.
- Made sure trade.gov met the 21st Century IDEA Act, including Section 508 accessibility.

AKQA · Associate Strategy Director (contract)

Washington, DC · Dec 2019 – Feb 2020

- Ran user research to inform the UX strategy for Delta Air Lines' customer service dashboard, Omnipro, and presented findings to senior stakeholders.
- Advised on brand value strategy for Verizon's flagship stores.

ILLUSTRIA · Various roles

Washington, DC · Sept 2014 – Jun 2019

Lead UX Researcher & Brand Strategist — Jan 2016 – Jun 2019

- Led user research and a rebrand for a leading CBD brand, which saw a 200% increase in revenue and 16% growth in new customers.
- Built brand and product strategies from qualitative and quantitative research, and worked with creative and development teams to carry them through.
- Hired seven account managers and supervised their work and development.

Client Services: Specialist, then Director — Jul 2015 – Jan 2016

- Founded the Client Services department and changed the agency's revenue model, increasing average deal size by 125%.
- Worked with the Chief Operating Officer to secure long-term contracts.

Inside Sales Representative — Sept 2014 – Jul 2015

- Beat the agency's sales record by 50% within the first two months.