

MICHELLE NGO
UX/UI DESIGNER &
MULTIMEDIA PRODUCER

A multi-layered creative researcher and problem solver in the fields of media, technology, marketing, and education with the aim to create great experiences

UX SKILLS

Video Ethnography
Qualitative Research
Competitive Analysis
Concept Generation
Persona Creation
User/Task Flow Creation
Wireframing
Prototyping
Usability Testing
Information Architecture
Basic HTML/CSS/JavaScript

UX TOOLS

Adobe Creative Suite
(Photoshop, Illustrator,
InDesign, After Effects)
Omnigraffle
Axure
Sketch
InVision
Pop/Flinto
KeyNote/PowerPoint
WordPress

MULTIMEDIA SKILLS

Script Writing
Film/Photo Producing
Film/Video Editing
Cinematography
Budgeting/Staffing
Workflow Manager
Customer Service
Lighting/Sound Recording
Multi-lingual (4 languages)

MULTIMEDIA TOOLS

Final Cut Pro Suite
Premiere Pro
AVID Media Composer
Prosumer Video Cameras
DSLRs

WORK EXPERIENCE

MRM - MCCANN (NYC, NY) Dec 2015 – March 2016
Freelance Copywriter & Art Director

- CLIENTS: Oppenheimer Funds

GARNISH MEDIA (NYC, NY) Oct 2015 – Nov 2015
Freelance Editor-Motion Graphics-Presentation

- CLIENTS: OUT Magazine, Lipton Tea

FLEISHMAN HILLARD (NYC, NY) April 2015 – June 2015
Freelance Contractor for AT&T Interactive Tutorials & Videos

- Create scripts and images for Interactive Tutorials and Videos on various mobile devices for AT&T's website.
- Create inventory list of interface interactions and distill differences between Samsung devices, LG devices, Asus devices, and Windows devices.
- Implement improvements in project workflow
- Recruit additional talent to complete project according to client deliverable timeline.

ZEARN, INC (NYC, NY) Jan 2015 – March 2015
Junior UX/UI Designer

Education Tech Start-up building web platform for grade K-6 math lessons based on the Common Core curriculum.

- Assist in the design to the Zearn's Student Account Management Portal for school administrators and teachers
- Create site map, user flows, and wireframes
- Conduct competitor's heuristic analysis and reports

TRIPSCANNER (NYC, NY) July 2014 - Aug 2014
UX Research and Designer (General Assembly Client Project)

Travel Tech Start-up providing price scanning for business travel

- Redesign website to increase free trial sign-ups
- User research (online surveys, user interviews, and competitive analysis)
- Personas creation, ideation, wireframing, prototyping, and user testing
- Create final deliverables (style guides, spec sheet, annotated wireframes)

STORY ILLUMINATION (NYC, NY) 2003 – present
Founder – Freelance Production on Various Film, Video, & TV Productions

Productions range from client/agency work to major television and film projects. Wearing many hats, my roles included:

- Educate clients of film production process and story mapping
- Research, recruit interview subjects and target audience analysis
- Create story structures through research
- Production staffing/coordination and field producing
- Edit rough cuts, organize and conduct test screening sessions
- Provide Final Deliverables
- Create and execute outreach/promotion strategy and tools

CLIENTS include:

Memorial Sloan Kettering Cancer Center
Concern Worldwide
Episcopal Church Nat'l HQ & more

AGENCY WORK include:

Porter Novelli PR
MPG
Havas Health

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(continued)

EDUCATION BACKGROUND

+ ACUMEN & IDEO.ORG COURSE

Human-Centered Design
Winter 2015

GENERAL ASSEMBLY - NYC

User Experience Design
Immersive – Summer 2014

UNIVERSITY OF TEXAS - AUSTIN

B.A Psychology – 2000

AWARDS

STONY BROOK UNIVERSITY & KILLER FILMS

2013 Scholarship Recipient
for the 20/20/20 film
program

NOTABLE FILMS/TV WORKS

She's Beautiful When She's Angry (2014, Boston IFF Audience Award), Lenny Cooke (2014, ESPN & Showtime), Moms Mabley (2013, HBO), The Betrayal-Nerakhoon (2009 Oscar nomination and 2010 Primetime Emmy Winner), End of America (2008 Sheffield UK Doc/Fest)

BOOMGEN STUDIOS (Brooklyn, NY) Aug 2011 - May 2012
Social Media and Operations Manager

BoomGen Studios is a storytelling incubator for transmedia projects.

My role spanned in these arenas: project management, competitor research and analysis, information architecture, design studio, prototype testing, and creating and using digital tools for Social Media campaigns

PROJECTS

All-American Muslim (Aired on TLC and ranked #1 on TV Guides Social Media Power list), Operation Ajax (iPad graphic novel and film), and Rostam (iPad graphic novel)

OTHER PAST WORK

- Webcasting Professional in financial sector (Talkpoint & BrightTalk)
- Broadcast News Producer (ABC Newsone Southwest Bureau, AP, NNS)
- Writer & photo editor for print publications (*Oprah Magazine, Asian Food Journal-NYC, Hiragana Times* in Tokyo, JAPAN)
- Taught ESL in Japan for three years
- Documentary Production Instructor at New York Film Academy
- Public Relations for DrKoop.com and Thought Interactive

ASSOCIATIONS & VOLUNTEER ORGANIZATIONS

UX Labs (NYC)

In-person forum for UX professionals in NYC area

New York Women In Film and Television

Professional Organization for women working in media

- Volunteer for "Women in Film" archives

Moving Picture Collective (MoPictive) - NYC

Professional Organization for media professionals in the Tri-State area

- Former board member
- Obtained a \$2000 grant for the organization from the Lower Manhattan Cultural Council for a Show and Tell screening series

SGI-USA (Soka Gakkai International)

Soka Gakkai meaning "value-creation" is a national organization to promote peace, culture, and education through various events and dialogues.

- District Women Leader
- Volunteer Media Producer, Camera, and Editor
- Fife and Drum Performing group
- Volunteer Bookstore Staff