Michelle Wern

Product Designer

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Product and brand designer with 10 years of experience creating visual identities, product launch campaigns, and digital products for AI-powered B2B software, connected consumer hardware, and agency clients. Created TestFit's full brand identity and launch materials, led Whirlpool's global UI style guide for connected appliances, and art directed an independent video game from Kickstarter to Steam. I use AI-first workflows daily to prototype in code and build tools that help teams produce on-brand, beautiful work faster.

SKILLS

Brand & Creative

Brand Strategy
Art Direction
Marketing
Copywriting
Motion Design
Visual Identity Systems

AI Workflows

AI-First Prototyping
Codebase Audits
Component Consolidation
HTML/CSS/React

Systems & Strategy

Design System Creation
Enterprise Component Libraries
Cross-functional Leadership

Product Design

End-to-End UX/UI
User Research
Wireframing
High-Fidelity Prototyping

PROFESSIONAL EXPERIENCE

Senior Product Designer | TestFit

Jul 2023 – Oct 2026

- **Created TestFit's new visual brand identity** and produced the graphics, launch materials, and launch copy for product releases.
- **Served as the sole product designer** for both the desktop application and web platform of an AI-powered real estate feasibility software.
- **Championed an AI-first workflow** using Claude and Claude Code to audit the codebase, prototype directly in code, and ship UI changes in tight collaboration with engineering.
- **Designed a multi-agent AI site-planning cockpit** for TestFit's MCP platform as the sole product designer. Created an interactive interface that orchestrates planning, regulatory, and financial agents, visualizes live findings, and keeps users in control of tradeoffs through approval workflows and customizable workspaces.
- **Designed the end-to-end Generative Design workflow** in Figma, scaling the feature from building-type selection and presets to ranked, actionable results.
- **Spearheaded the component library consolidation** using Claude Code, running a consolidation sweep that unified the component library into a single shared set and company-wide guidelines for future AI-powered feature additions.
- **Owned the end-to-end product ecosystem design,** including the deals repository, site WebViewer, collaboration sharing features, brand identity, and product launch copy.
- **Managed cross-functional alignment,** working directly with executive leadership, engineering teams, and go-to-market staff on every major product initiative.

Lead UX/UI Designer | EKKO Studios

Aug 2020 – Jul 2023

- **Led end-to-end UX/UI design** for a diverse portfolio of client web and mobile platforms, guiding projects from initial user research to final launch.
- **Executed comprehensive brand transformations,** producing logos, corporate branding, print collateral, and social media design alongside core product work.
- **Architected and delivered internal enterprise platforms** for major brands, including Meijer and DealerSpike.
- **Managed web UX optimization** and digital promotional rollouts within Salesforce for Paula's Choice.

EDUCATION

University of Notre Dame

2012–2017

BFA, Visual Communication Design

Minor, Business Economics

AWARDS

Radwan and Allan Riley Prize in Studio Art

Doblin Graphic Design Award

Glynn Family Honors Program Research Grant

Notre Dame Greif Award

NOTABLE CLIENTS

TestFit

Whirlpool

Meijer

Paula's Choice

Colorado State University

Notre Dame University

DealerSpike

Keen Home

Whetstone Climbing

PROFESSIONAL EXPERIENCE, CONTINUED

Art Director | Snailwhale Studios

Dec 2020 – Jun 2025

- **Directed the holistic UX/UI, animation, and marketing design** strategy for an independent video game title.
- **Designed and optimized high-converting web surfaces** including the Steam store page, Kickstarter campaign, and the official studio website.
- **Produced engaging creative assets,** including promotional animations, in-game backgrounds, and visual announcements for character and feature updates.

Design Manager | Whetstone Climbing

Aug 2020 – Jun 2021

- **Oversaw all marketing, design, and creative direction** for a premier climbing gym facility.
- **Managed end-to-end execution** of digital advertising, print media, social content, merchandise design, and website UX/UI.
- **Owned operational responsibilities,** including marketing budget allocation, performance analytics tracking, and promotional campaign strategies.

Senior UX/UI Designer | Whirlpool USA

Aug 2017 – Aug 2019

- **Led the UX/UI design for the Whirlpool Apple Watch app** and the 2.0 iPhone app refresh (released 2019).
- **Collaborated closely with IoT engineering teams** to design connected appliance experiences and integrate the Yummly platform partnership.
- **Prototyped future-forward product concepts** and vision pieces to secure alignment and buy-in from executive leadership.
- **Produced high-fidelity motion graphics** using After Effects for promotional videos and interactive walkthroughs.

Lead Designer | Keen Home Smart Appliances

Jun 2016 – Jun 2017

- **Established the company's official iconography** and unified visual language across hardware and digital touchpoints.
- **Created engaging After Effects animations** to optimize user engagement across the primary website and email marketing flows.
- **Designed physical print materials and packaging** shipped directly with consumer smart products.