

# Michelle Peretz

**Product Designer & Researcher** | [www.michelleperetz.com](http://www.michelleperetz.com) | [maperetz@gmail.com](mailto:maperetz@gmail.com) | (503)-334-6774

The combination of my experiences - from researching maternal mental health to designing platform-wide enterprise solutions - has helped me cultivate **a thoughtful, human-centered approach to even the most complex UX problems.**

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## Experience

### Workday

**Product Designer III**, 05/21 - present

**Product Designer II**, 07/19 - 04/21

As a hybrid Product Designer and Researcher on the **Cross-Product Experiences team**, I have led and contributed to the enhancement and creation of foundational design patterns across Workday. I bring a balanced approach to this work by aiming for cohesive system-wide design while considering diverse needs across user types and product areas.

### Workday

**Product Design Intern**, 05/18 - 08/18

As an intern on the **Design Education team**, I utilized my design and research skills to identify improvements to the Workday Playbook, a collection of design thinking methods for employees across disciplines to incorporate in their work. I conducted qualitative interviews and usability testing, and translated findings into designs that were implemented into the next release of the playbook.

### Pop & Bottle

**Social Media & Marketing Associate**, 10/16 - 07/17

At Pop & Bottle, I fulfilled many roles related to the customer experience and engagement. I designed the end-to-end e-commerce experience flow, from product purchasing to order fulfillment. I produced creative content used across social media platforms and as physical marketing materials, and grew online following and engagement from 4k Instagram followers to 25.5k in just 10 months.

### Stanford GSB Behavioral Lab

**Social Science Research Coordinator**, 09/14 - 09/16

As a research coordinator, I completed 300+ research projects related to the Marketing and Organizational Psychology field. These projects utilized a variety of methods including building surveys, coordinating and executing in-person and online studies, qualitative data coding, and field studies. This role helped me cultivate an organized project management process that I apply to all my work.

## Education

### UC Berkeley School of Information

MA of Information Management & Systems

Emphasis on UX Design and Research

2017 - 2019

### Emory University

BA in Psychology

Summa Cum Laude

2010 - 2014

## Skills

### Product Design

- Interaction Design
- Visual Design
- Responsive Design
- Wireframing
- Prototyping
- Sketching
- Content Design
- Systems Thinking
- Design Strategy
- Platform Design
- Pattern Documentation
- Usage Guidelines
- Information Architecture
- Intent Framing

### UX Research

- Competitive Analysis
- Secondary Research
- Usability Testing
- Concept Testing
- Qualitative Interviews

### Tools

- Figma
- Sketch
- InVision
- Adobe InDesign
- Adobe Lightroom