MICAELA KIESTER

SENIOR PRODUCT DESIGNER

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EDUCATION

Kendall College of Art & Design
BFA, Graphic Design
2013 - 2017

SKILLS

Sketch
Figma
InVision
Illustrator
InDesign
Photoshop
Graphic Design
Wireframing
User Interface Design
Presentation Design
Prototype Testing
User Testing
Accessibility
UserZoom
Competitive Benchmarking
User Personas
User Interviews
User Journeys
Sitemap and Taxonomy
Development Collaboration
Communication
Customer Service
Mentoring
Organization

VOLUNTEER

**Junior Achievement Girls'
Dream Fair**
Keynote Speaker & Volunteer

Girls Who Code
Speaker & Volunteer

EXPERIENCE

Senior Product Designer, Crowe LLP   October 2023 - Current

Supervise the design for Crowe's service enabler products and maintain oversight of Crowe's design system, Peak, to guarantee a unified implementation throughout our product portfolio.

Principal Designer + Owner, Mica Design LLC   February 2022 - Current

As the Owner and Principal Designer at Mica Design I bring my product design expertise to a variety of businesses from lean startups to large enterprises. I have a deep history of working in the health and wellness and e-commerce spaces creating digital experiences. As a design consultant, I have the skills to ramp up quickly to teams and have a strong background in collaborating with a variety of roles within digital teams, especially working closely with engineering and product teams. Along with this, I am a seasoned remote designer that has engaged with teams across time zones and internationally.

Clients include:
  » Aetna Health, a CVS Company
  » The Christ Hospital Network
  » Amway
  » Paula's Choice
  » AgelessRx

Senior User Experience Designer, Menklab   October 2019 - January 2022

Conducted user research including user interviews, stakeholder interviews, usability testing, information architecture, etc. Shared insights with stakeholders in concise and prioritized formats and utilized findings to inform wireframes, prototypes and final designs. Collaborated closely with development to implement web, mobile, and software applications that facilitate start-up success and modernization within growing companies. Mentored and reviewed work for junior designers.

Key Accomplishments and Responsibilities:
  » Developed personas, user journeys, wireframes and evaluated Shopify themes for Bajío's upcoming e-commerce launch.
  » Designed new features for Lifework's Advisor software and also designed firm's website for their Financial Management practice.
  » Mentored and reviewed work for a junior designer.

User Experience Designer, CQL   May 2017 - October 2019

Worked alongside clients to improve the usability and design of products. Conducted interviews, competitive benchmarking, and user testing to inform design decisions in the wireframe, prototyping, and creative stages. Worked primarily on e-commerce projects and custom solutions. Collaborated consistently with our interface developers and back end architects from discovery to launch.

Key Accomplishments and Responsibilities:
  » Executed the user testing initiative for a client that CQL has been in partnership with for over 20 years. User testing engagement included leading the client through planning sessions, creation of test scenarios, analyzing test results, and presenting outcomes of test.
  » Mentored User Experience Design Intern throughout summer and school year. Reviewed intern's internal and client facing work. Conducted weekly check-ins and quarterly reviews.

User Experience Design Intern, CQL   January 2017 - May 2017

As a User Experience Design Intern I was involved in client projects from discovery to launch. Assisting the design lead I helped conduct user interviews and utilized this information to map out in depth user journeys. Supported team in creation of wireframes and comps to present to the client. Throughout the process I met with project managers, developers, and the business development team to go over project status and roadblocks.