

Michelle Miesel

Senior UX Design Lead

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Residence permit EU/EFTA B (June 23, 2024)
Languages German (Native), English (Fluent, C2 level)

Profile

UX Design Lead with over 10 years of experience, thriving in collaborative multidisciplinary teams who inform design decisions with insights and evidence derived from research studies and data. I have a passion for creating user-friendly, visually aesthetic, and meaningful solutions. Experienced in overcoming the challenges of applying design at scale, via pattern libraries and design systems, working across complex organizational boundaries, and pragmatically advocating user-centric design to senior management and stakeholders.

Experience

Senior UX Concept Designer, Siemens (Smart Infrastructure)

JULY 2023 – PRESENT | Zug, Switzerland

Currently working within a 25+ person multidisciplinary UX team composed of UX/UI Designers, and UX Researchers. The team is situated in the business area Smart Infrastructure, Digital Buildings, and responsible for the UX and UI product and service support as well as the strategic design and research projects across divisions.

Senior Interaction Designer, Credit Suisse AG

JULY 2019 – JUNE 2023 | Zurich, Switzerland

- Global collaboration across the group's business areas, supporting and leading multiple concurrent, interdependent design projects across diverse platforms, services, and apps.
- Contributed to the planning of large-scale UX design projects by framing problems with business partners, defining approach and method, and supporting estimation of project effort and timelines.
- Leading and initiating projects via facilitation of kick-off workshops and activities.
- Building and maintaining design systems and pattern libraries, managing use and growth across multiple competing business areas.
- Advocating adherence to accessibility standards such as WCAG in collaboration with UX Writing and accessibility advisors.
- Collaborating with UX Researchers by contributing to the framing of questions that need answering, and supporting studies such as usability testing and user interviews.

- Synthesizing insights from research, identifying pain points and opportunities, and creating artifacts such as user journeys, service blueprints, storyboards and flow charts.

UI & Brand Designer, jäger & jäger

FEBRUARY 2016 – JUNE 2019 | Überlingen, Germany

Owner-managed renown, awarded branding agency with an 8 person team of designers, interns, program manager and management. Positioned as a lead designer on several projects.

- Responsible for the creation of holistic branding strategies and visually esthetic concepts for mid to large size organizations within different industries.
- Defining detailed specifications for corporate identities, e.g. interfaces, annual reports, stationery, and packaging with a strong focus on typography, grid systems and editorial layouts; supporting agency pitches for project acquisition.
- Researching design trends and best practices through desk research, refinement of information architectures and content structures.
- Project management and point of contact for clients, external partners, and suppliers.

Communications Designer, MBB Projects GmbH

OCTOBER 2012 – AUGUST 2015 | Munich, Germany

Partner with the dual studies and a medium-sized investment firm in the field of renewable energies. Worked as one of the main designers within a 15 person strong team composed of investment banking analysts, risk managers and financial strategists. Established a corporate identity for a new bond at the Frankfurt stock exchange.

Junior Designer, exposed GmbH

FEBRUARY 2012 – AUGUST 2012 | Kassel, Germany

Finished the educational program within 1,5 years and moved into the Junior Designer position full-time with a temporary contract, at that time applying for the dual studies of Media Design to further enhance my skill set.

Junior Designer Trainee, exposed GmbH

SEPTEMBER 2010 – FEBRUARY 2012 | Kassel, Germany

Takeover in a permanent trainee position after completing an internship. Took the opportunity to accompany the new position with a work-based educational program planned for a three year duration.

Intern Graphic Design & Branding, exposed GmbH

AUGUST 2009 – AUGUST 2010 | Kassel, Germany

First work experience within an agency, learning and acquiring skills for the main Adobe design softwares, studies of product photography, print and campaigns, and client communication.

Education

Bachelor of Arts, Dual Studies Media Design, DHBW

OCTOBER 2012 – SEPTEMBER 2015 | Ravensburg, Germany

Conceptual multidisciplinary studies of design in areas such as design systems, corporate design guidelines, interaction design, communication in space, motion design and film as well as the acquisition of methodological design competencies and creativity techniques.

Erasmus Studies Abroad, University of Lapland

JANUARY 2015 – MAY 2015 | Rovaniemi, Finland

Studies of Scandinavian design and architectural history as well as methodical approaches, conceptual design solutions inspired by nordic nature.

Media Design Trainee Program, Walter-Hecker-Schule

OCTOBER 2009 – FEBRUARY 2012 | Kassel, Germany

Studies of digital and non-digital graphic design and typography, technical understanding of print processes and materials.

Scholarship Exchange Year, Parlamentarisches Patenschafts-Programm (PPP)

AUGUST 2006 – JUNE 2007 | Richmond, VA, United States

High school year abroad with a scholarship provided by the US Congress and the German Bundestag.

Tooling

I am proficient and enjoy using the following tools and apps.

- Figma, Sketch, Mural, Miro
- Adobe Cloud (Photoshop, InDesign, Illustrator)

References

Available upon request.