

# MICHELLE DUHAIME

UX, UI & Brand Designer

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## SUMMARY

UX and brand designer with enterprise product experience and an independent creative practice. I design complex systems that feel simple and build brands that feel human. Currently focused on edtech, data workflows, and AI-assisted design.

## SKILLS

User Flows · Interaction Design · Information Architecture · Design Systems · Data UX · Wireframing · Prototyping · Visual Design · Brand Identity · Content Strategy

## TOOLS

Figma · Webflow · Firebase · Maze · HTML/CSS · JavaScript · React · GitHub · Claude · PostHog

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## WORK EXPERIENCE

### UX, UI Designer | ClassLink

2022 - Present

- Designed a CSV import and mapping workflow for district admins, balancing auto-detection, user control, and plain-language clarity across a 4-step wizard.
- Built data health dashboards surfacing diagnostics such as completeness, validity, and uniqueness across educational data sources
- Led UX for Partner Portal vendor tooling: access control, SSO configuration, roster server connections, and multi-step onboarding workflows
- Reduced cognitive load in technical forms through progressive disclosure, improved hierarchy, and user-centered reframing of engineer-driven requirements
- Accelerated prototyping and iteration through AI-assisted workflows during periods of ambiguous requirements

### Founder & Creative Director | So What Studio

2020 - Present

- Built an independent fiber art brand and handmade business from zero: ~16.9K Instagram, 22K TikTok, 2.25K YouTube
- Own all creative direction, product design, brand identity, content strategy, photography, and community building
- Manage end-to-end product development, from concept and pattern design to launch, and customer experience

### UX, UI Designer | Kalkomey Enterprises

2021 - 2022

- Designed user flows and high-fidelity prototypes for outdoor education digital products
- Contributed to early design system decisions and delivered UI and visual refreshes across multiple products

### UX, UI Designer | Freelance

2020 - 2021

- Designed responsive websites, user flows, and UI systems for small business clients
- Conducted discovery sessions to define project goals and user needs

### UI Developer | Freelance

2019 - 2021

- Built and maintained front-end features using HTML, CSS, JavaScript, and React
- Customized WordPress and Shopify themes to support product and branding needs

### High School Science Teacher | Metro Detroit & Detroit Public Schools

2015 - 2019

- Translated complex scientific concepts into structured, accessible learning experiences for 100+ students, the same skill that now drives my approach to enterprise UX
  - Developed curriculum grounded in information hierarchy, clarity, and meeting learners where they are
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## EDUCATION

### DesignLab UX Academy

UXA Design Certification, 500+ hours of design coursework

### Wayne State University

M.A. in Teaching

### McGill University

B.Sc. Agricultural & Environmental Resources