

Michelle McCardel

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WORK EXPERIENCE

Michelle the Maximalist

Owner

January 2022-Present

Seattle, WA

- A multimedia company offering creative goods & services
- Developing a business model framework for multi-passionate creatives
- Forging a practice in copywriting, creative writing, and scripting for narrative work
- Crafting speeches for public engagements on leadership, spirituality and creativity
- Creating and producing short and long-form narrative films

Seattle Film Festival

Coordinator, Judge, & Designer

September 2022-October 2022

Seattle, WA

- Judged incoming films for hybrid in-person & online festival
- Designed poster, program, badges, and other festival assets for print and digital needs
- Coordinated with film festival directors and staff for live events and awards gala
- Consulted on project management and design needs
- Managed filmmaker assets for the online festival

Amazon • Widgets

Senior Product Designer for Device Design Group

May 2020-June 2021

Seattle, WA

- Designed and developed a new UX framework for widgets that spans all Echo products
- Crafted the vision of Alexa ambient computing as actionable widgets for customers
- Aligned the widget system to the responsive Alexa Design System
- Communicated closely with partner design teams and product managers
- Partnered closely with visual design team and production to launch the widget system

Amazon • Alexa Design System

UX Designer II for Device Design Group

August 2018-May 2020

Seattle, WA

- Worked on the Alexa Design System that spans all Echo products including Fire TV
- Executed on responsive design across multimodal hub devices and TV
- Standardized code-backed design components and produced redlines for engineering
- Developed fullscreen templates for partner design teams
- Partnered closely with the engineering org on a highly-challenging tech stack
- Laid the foundation for a Sketch-based design system for increased productivity
- Collaborated with UX teams, design technologists, engineering, and program managers

Amazon • Design Guide

UX Designer · UX Designer II for Device Design Group

September 2016-August 2018

Seattle, WA

- Proposed and prototyped an internal design HIG for Devices team and partners
- Crafted the visual design system and developed web modules for the HIG
- Improved stakeholder communication of design standards and increased productivity
- Established workflow and processes to develop HIG content
- Created designer toolkits in Sketch in Keynote that centralized design files and systems
- Collaborated with UX teams, design technologists, and product managers

SKILLS

- Verbal and written proficiency
- Exceptional organization
- Punctual & reliable
- Public speaking and presentations

DESIGN SKILLS

- Visual Design
- Design Systems
- UX/UI
- Branding
- Copywriting
- Wireframing + Prototyping
- UX Research
- Usability Testing
- Design Thinking
- Art + Creative Direction
- Agile Workflow

SOFTWARE

- **Sketch** design software
- **Adobe** Illustrator, Photoshop, InDesign
- **Apple** Keynote
- **Microsoft** Excel, Word, PowerPoint
- **Git**

EDUCATION

University of Washington

Bachelor of Design:

Visual Communication Design

Interlake High School

International Baccalaureate Diploma

Class Rank: 2

AP + IB Student

INTERESTS

- Photography + Cinematography
- Art + Creative Direction
- Maximalist Interior Design
- Entrepreneurship
- Astrocartography
- Underdog Stories
- Jewelry Design + Manufacturing
- Bio-hacking + Wellness