



Hi I'm Michelle, a passionate Senior UX Designer who is committed to creating great experiences through meaningful connections with my clients and the stories we tell.

"Michelle delivers great clarity and value to our product design process. She takes accountability and ownership when these roles needed to be filled. She researched and provided comparisons and suggestions of improvement to business definitions. This effort was foundational in the effective and current state of our Customer Journey solution."

"Michelle has added a lot of strategic value in helping UX work more efficiently and thru education business and dev leaders on the value of new UX deliverable types."

"Michelle created the S&S refresh designs on a tight deadline that is getting very positive feedback in the marketing. She took primary lead on this work with very little input from me and was able to meet deadlines during a crucial period of sales communication with customers. This was very good work and at time with it much needed to improve conversations and interest with customers."

Testimonials

"Michelle has worked on a large breadth of products (more than any other Sr. Designer) within the year and has dove in deep with a positive attitude every time. She's navigated well through bumps and unclarity by providing research and fact based recommendations of how to improve our products. Michelle has worked through late and weekend hours and during sickness while remaining successful in delivering results. Her dedication to the team and hard work is apparent."

"Michelle took ownership of the areas of education and product shopping in the Advisory Services designs. She did a large amount of competitive research, completed high quality designs, and make recommendations to business owners for market parity and differentiation."

"Michelle did an excellent job on this work. CJ Goals was especially challenging because many of the requirements had to be researched and figured out because of the low level of business involvement. She put in a lot of research and took ownership of coordinating with the BA(s) and Dev Manager to setup everyone for a success. The work done on the products are exemplary examples of Lead UX Designer work."

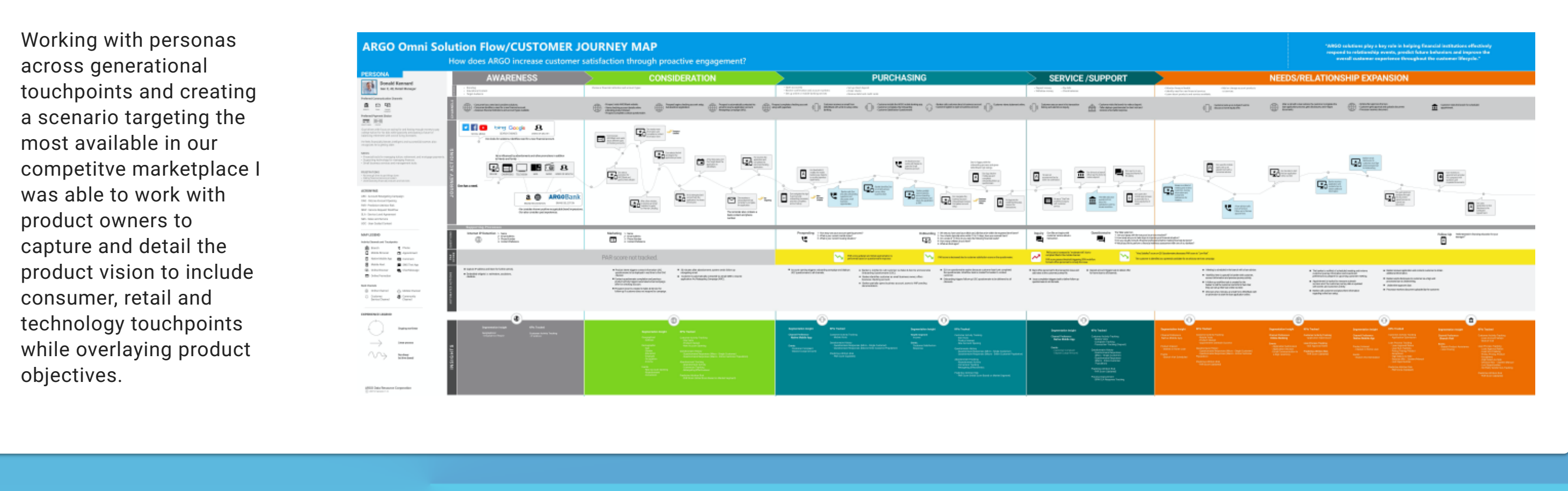
Work



Projects

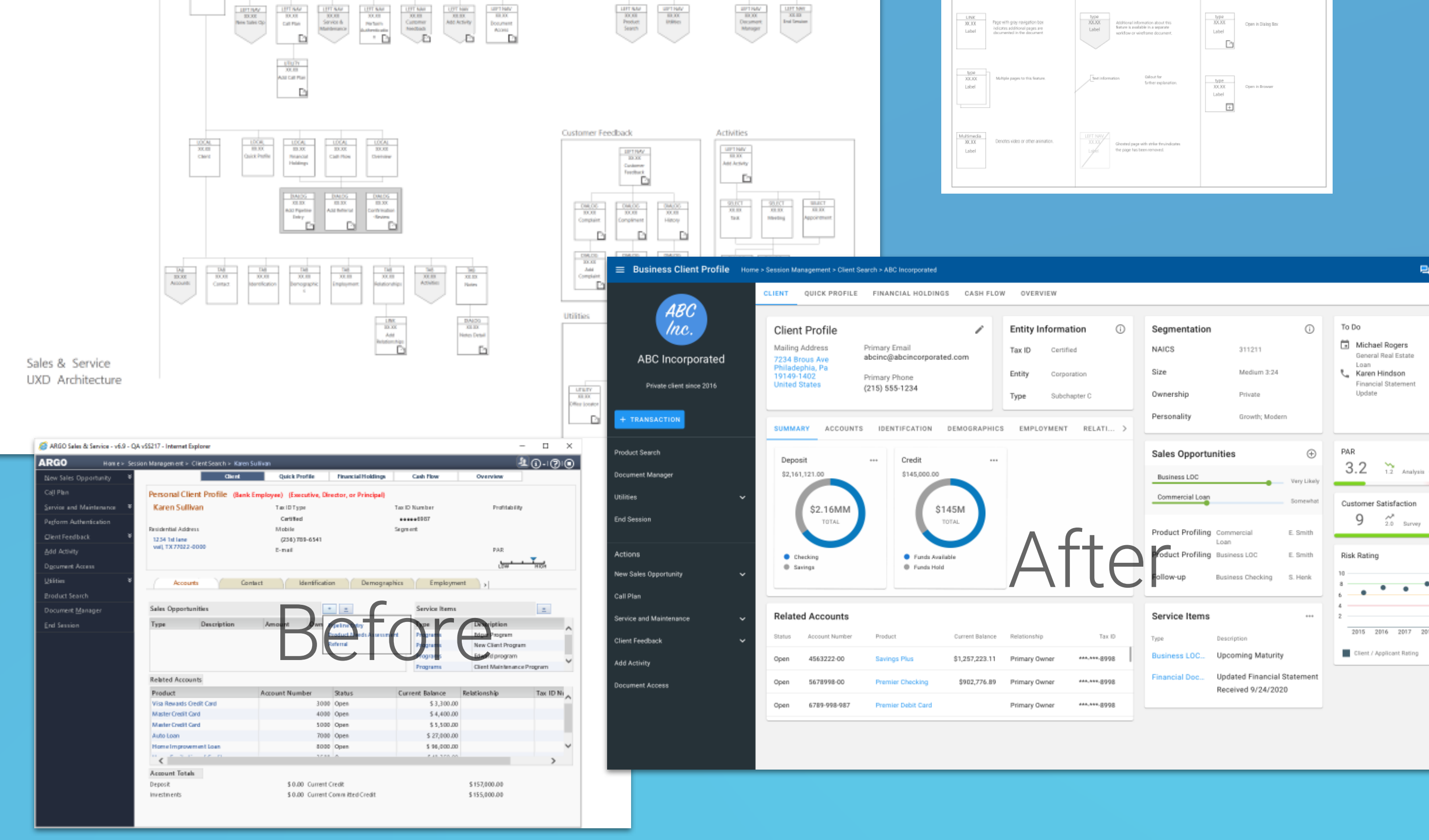
Digital Engagement : Customer Journey Map

PROBLEM
The future of banking lies in the effective use of data. That data is a product of strategic efforts to engage consumers, targeting their every activity on and off line across an assortment of touchpoints and devices. How do we get the team to share the same vision?
ALIGNMENT MAPPING
The heart of the problem is not data itself. It's that your data is scattered across so many touchpoints and one has to take two steps back to get a holistic view of what's happening to who when and where. More importantly, the stakeholders must agree on the vision and be able to tell the same stories internally to staff as well as product software customer.
This map was so successful, though created for internal use only, it has become a key sales tool for communicating otherwise complex ideas across a broad spectrum of people.
ARGO has progressed to create digital engagement products for both retail and consumers using this model of engagement.



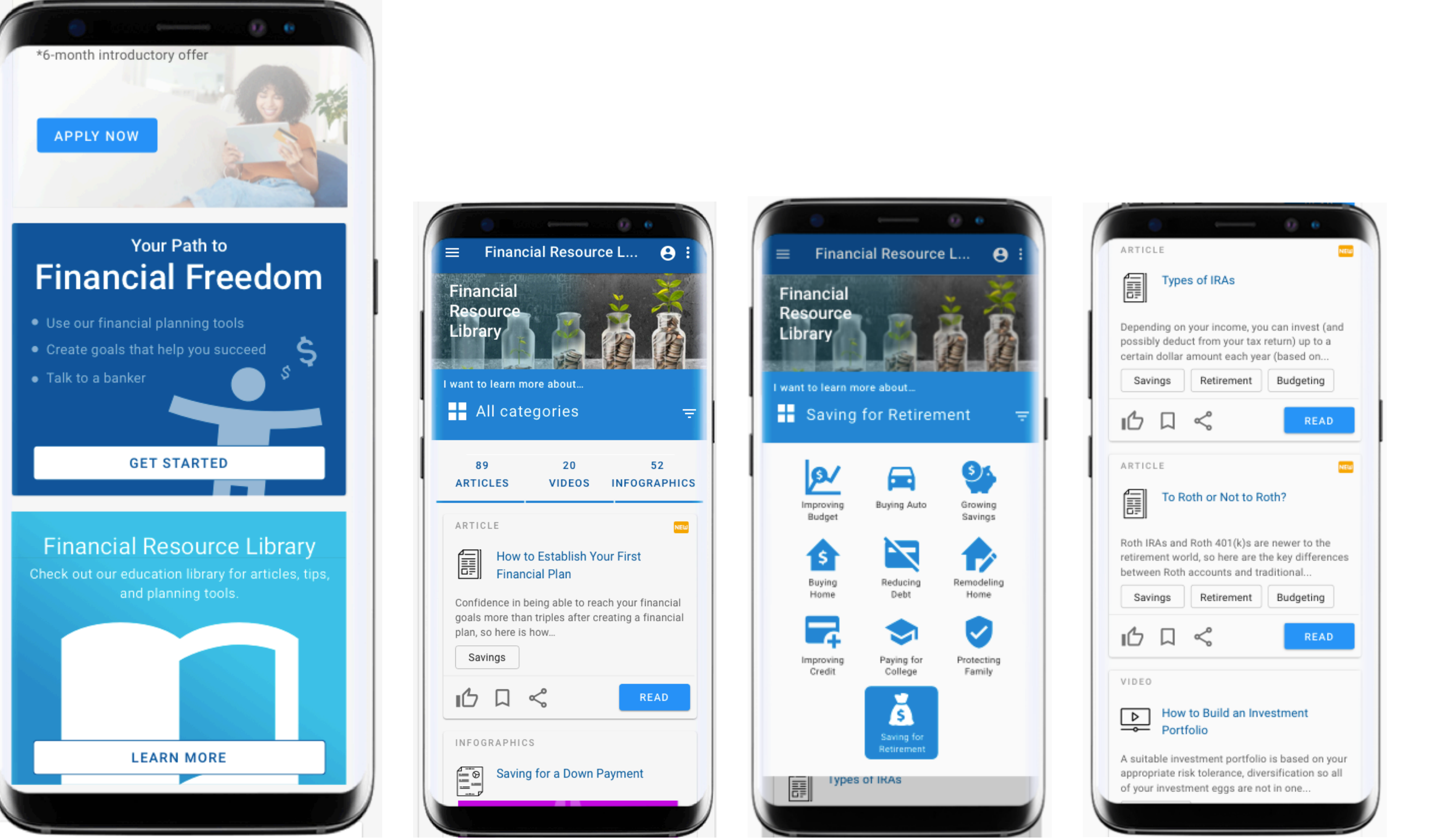
Digital Engagement : Retail Engagement Site Map

PROBLEM
The future of banking lies in the effective use of data. We collect it through strategic efforts to engage consumers. But what do we do with that data? On the retail end, the business must convert it to knowledge and, more importantly, make it actionable. How do we transform a thirty year old legacy application with a very fixed technical architecture to host a new era of data use in a very usable, feature rich user interface?
ALIGNMENT MAPPING
Part of the answer would come to be 'iteratively and in stages'. Before we can move forward on the UI, we have to understand we are and where we want to go. The site map and key workflows will map the current application to inform the future evolution. Before and UI is proposed, good actionable information architecture will give insight into the road ahead.
This site map was 22 pages of detailed site maps and workflows. A review with product owners who have worked on this application for over a decade was surprised to see how complicated and recursive the screens were.
This document provided the insight to inform stakeholders why we should not just 'reskin' the application and was the start of everyone seeing increased possibilities for the company.



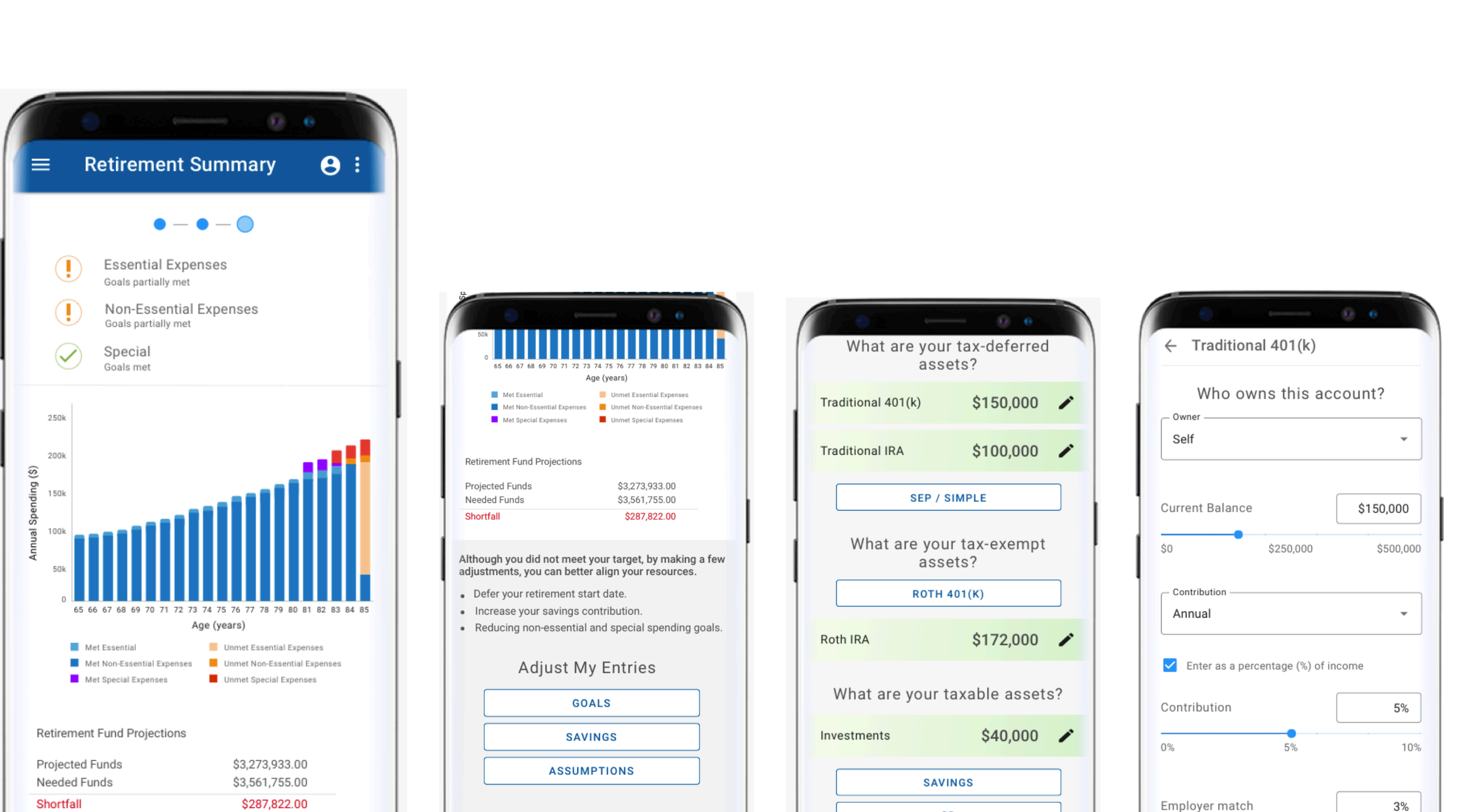
Consumer Financial Wellness Education

PROBLEM
As a part of our Digital Engagement initiative ARGO plans a suite of new products, product redesigns and product updates to spotlight features that utilize the aggregated user data. These features and products are focused on increasing sales for our retail customers in the banking industry.
This initiative is two fold, retail bankers have a product solution to view data outcomes. This is the mobile version of the consumer application targeting people who are interested in improving their financial situation. The objective is to persuade visitors to complete a detailed financial assessment in return for the use of financial tools and recommendations.
SOLUTION
The initial gateway is a low level of risk with no login required. As the user progresses through the application they will engage with the many articles and can take the opportunity to participate in goal planning. The solution is a traditional sales funnel.



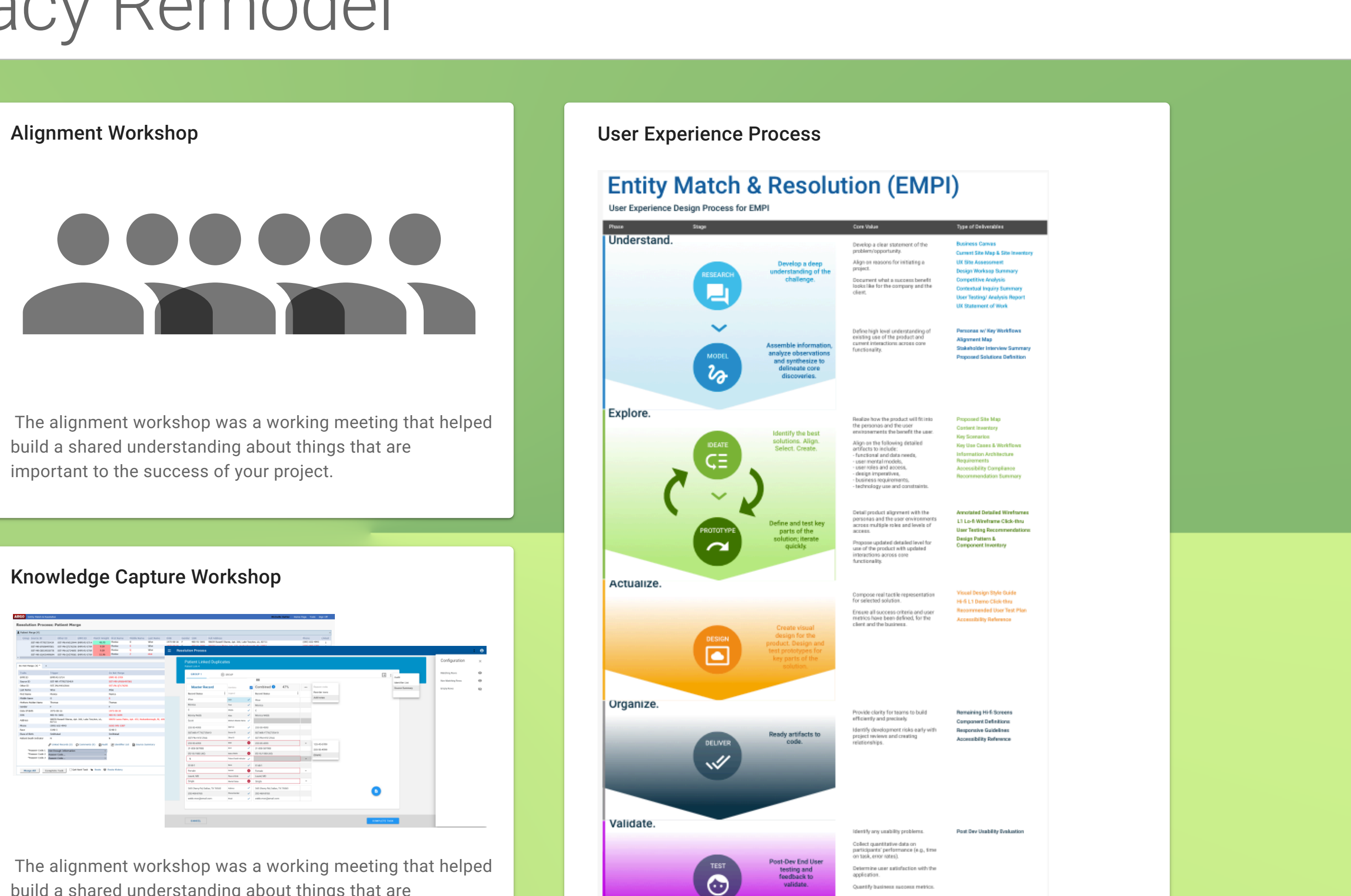
Consumer Financial Wellness Planning

PROBLEM
There are 84 questions in this assessment. How do we manage the form data collection to be efficient and support recurring edits and a diverse profile of users with wide differences in their financial portfolios.
The user has access to select two of 12 different goals. This is an example of a retirement goal.
SOLUTION
This is where good information architecture informs good design. By thinking broadly across many usecases and anticipating how the user is likely interact with the application generally, then applying those insights to individual screens and workflows was key to this distributed form architecture. It is efficient for users with few assets as well as those with a little bit of everything.



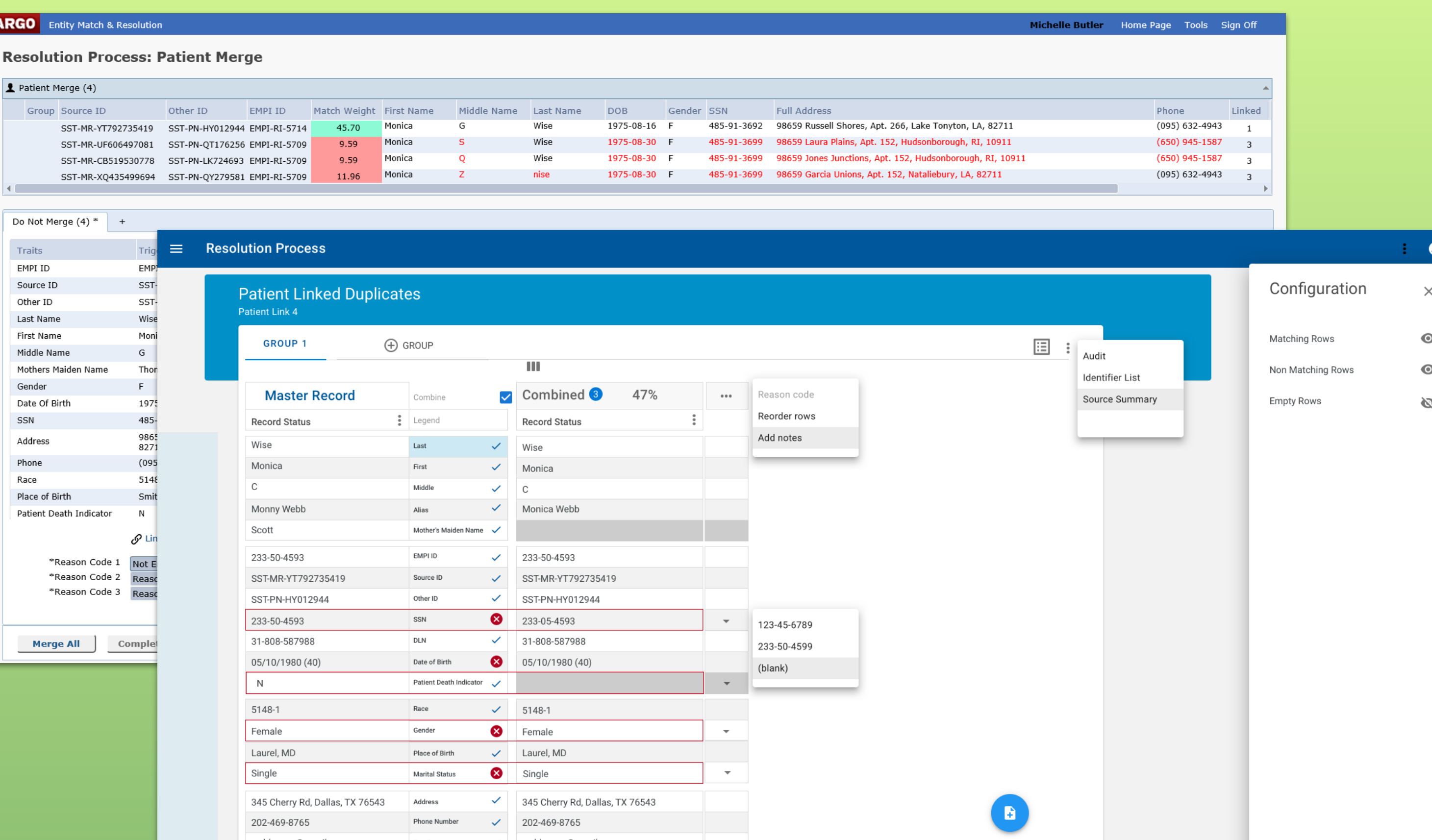
Planning for a Legacy Remodel

PRODUCT: EMPI
ARGO's EMPI products lead the industry in person record matching accuracy and analytics for application usability and optimizing the need for human expertise while providing the best most comprehensive ongoing relationship between an EMPI's stakeholders and their EMPI.
PROBLEM
The application is a legacy 25 year old UI and architecture.
Overarching Goal
Improve Task Resolution by minimizing the amount of human review/expertise required to finalize the full resolution of a task maximally automating the actions required of human users.
SOLUTION
The customer's EMPI users need a modern, user-forward, organized, and intuitive user interface, workflow, and overall improved user experience so that resolution of EMPI identity issues move rapidly, logically, and accurately for all stakeholders.
Specifically, improve the look and feel, more effective site architecture, and optimize task workflow.



EMPI : Alignment & Knowledge Capture Workshops

WHY
Project kick-off and alignment. Team building.
Alignment Workshop Objectives
- Build a shared understanding about things that are important to the success of your project.
- Alignment among a very disparate and dislocated group of people, each having expert knowledge of the application in their respective areas of expertise.
Knowledge Capture Workshop Objectives
Participants work in groups of 3 to solve a central problem then present their findings and solutions.
- Teambuilding
- Networking, socializing and getting to know each other better.
- Collaboration and the fostering of innovation and creativity.



EMPI : User Experience Process

WHY
EMPI product owners requested a complete re-invisioning of the current product offering to make it more competitive and move the industry forward.
User Experience Process Objectives
- Focus on initial research and planning to form a basic for how we move forward.
- Using competitive analysis, contextual inquiry, persona development and other traditional research methods to inform strategy, planning and design phases.
SECONDARILY,
Provide clear expectations and a timeline for project management.
User experience methods, of the array of product deliverables and their features, function and value for better decision making.
OUTCOME
Team presented and discussed solutions. Many solutions were common and provided enough information to draft a single concept we could move forward with as a high level proposal.

