

MICHELLE BLACKMORE

Dynamic UX Director with over 20 years of experience in digital design, I bring a proven track record of leadership and mentoring. Known for delivering user-centric designs that align with business goals, I am seeking an innovative team to drive effective, exceptional digital experiences

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EXPERIENCE

UX Consultant / BLACKMORE spaces

2018 - current

Marketing and UX consulting and project management for commercial projects

UX Lead / AT&T

2016 - 22

IA and UX design and wireframes for small and enterprise business platforms. Lead several Design Thinking workshops

UX Lead / ROCKFISH INTERACTIVE

2015 - 16

UX design for brands including Coke, General Mills, and Kimberly Clark. Lead two Design Thinking workshops at Southwest Airlines

UX Consultant / AMERICAN HEART ASSOCIATION

2014 - 15

Introduced UX strategy into the organization using stakeholder discovery, user testing, wireframes, and focus groups

CMO / TWISTED ROOT & TRUCK YARD

2013 - 14

Lead branding, marketing, web design for 20+ restaurant chain and beergarden. Designed interior and exterior spaces for Truck Yard.

UX Consultant / THE MARKETING ARM

2012 - 13

Designed interactive interfaces for Disney *Planes*.

UX Consultant / RAPP COLLINS

2012 - 13

Wireframe and creative for Gold's Gym websites

Sr. Interactive Art Director / PUBLICIS HAWKEYE

2011 - 12

Allstate	Capital One	Landmark	Men's Health
American Airlines	Gatorade	Lockheed Martin	Peterbilt

Sr. Interactive Art Director / DEALERTRACK

2010 - 11

Interactive Design & Development / CONTRACT

2005 - 11

99.5 The Wolf	D Magazine	Mary Kay	Trammell
BCBS	JC Penney	SMU	Crow Uniden

Interactive Creative Director / SAMSUNG

2003 - 05

Interactive Creative Director / INTERVOICE

2002 - 03

Interactive Art Director / VOLOGIC

2000 - 02

Art Director / ERICSSON

'99 - 2000

SUMMARY

24 YEARS OF CREATIVE DIRECTION

22 YEARS OF INTERACTION DESIGN

12 YEARS OF USER EXPERIENCE

EDUCATION

1999 AUSTIN COLLEGE
Sherman, TX
BA Psychology

PROFICIENCIES

ADOBE XD

AXURE

CSS / JAVA / HTML

DESIGN THINKING

ENSCAPE

FIGMA

ILLUSTRATOR

PHOTOSHOP

INDESIGN

INVISION

JIRA

MATERIO

MIRO

MURAL

PROTO.IO

SKETCH

SLACK

WORDPRESS