

MICHELLE DYRDA

dyrdadesigns.com
dyrdame@gmail.com

UX Designer

Experience

Great American Insurance Group | Cincinnati, OH

UX Designer (Remote) | Mar. 2022 - Present

- Create designs that combine user needs and business requirements, while also enhancing the usability of the product.
- Conduct user research to create effective user experiences across products.
- Communicate user needs to product management.
- Consult with developers and product management regarding design solutions.
- Responsible for multiple projects at a time while also collaborating with teams across multiple time zones.

Associate UX Designer (Remote) | Mar. 2020 - Mar. 2022

- Designed user interfaces for Web-based products, for both mobile and web.
- Conducted usability tests and communicated findings.
- Collaborated with developers and product management to meet technical and business goals for each project.

Social O.T.R. | Cincinnati, OH

Communications Intern | Spring 2019

- Managed Facebook, Instagram, and Snapchat platforms and content.
- Updated and developed website using Squarespace.
- Created print material and menus for special events.

Fifth Third Bank | Cincinnati, OH

UX Intern | Summer 2018

- Collaborated in an agile environment on journey mapping, organization redesign, and mobile redesign.
- Created and reviewed usability testing using Validately.
- Awarded Spirit of the Pin for teamwork and collaboration.

Miami University Marketing | Oxford, OH

Graphic Designer | 2016-2018

- Created designs for various social media platforms.
- Designed both digital/print advertisements.

Skills

Design

Interaction Design • Visual Design • Web Design
Mobile Design • Graphic Design • Personas
Prototypes • Wireframes

Tools

Sketch • Figma • Miro • Zeplin • Illustrator
Photoshop • InVision • InDesign • Powerpoint
Keynote • Mouseflow

UX Research

User Interviews • Card Sorting • Competitive
Analysis • Ethnography • Journey Mapping
Usability Testing • A/B Testing • Observation

Programming

CMS • HTML • CSS

Other

Scrum Project Management • Social Media

Education

Miami University | Oxford, OH

Summa Cum Laude | 2015-2019

B.A. Interactive Media Studies
Minor Communication Design

