



Michaela Rae Griswold

USER EXPERIENCE DESIGNER

PORTFOLIO | LINKEDIN

MICHAELA.R.GRISWOLD@GMAIL.COM

(978) 604-5192

A team player dedicated to creating data-driven, user-centered solutions leveraging technical project management and operations research experience, who believes in the power of a collaborative, inclusive environment.

Skills

User Research
User Interviews
Survey Generation
User Flows
Personas
Journey Mapping
Wireframing
Prototyping
Responsive Web Design
Visual Design
Usability Testing
Branding
Agile Development
Team Building & Mentoring
Product Ownership
Organization

Tools & Tech

HTML/CSS
Sketch
Figma
Adobe CC
Wordpress
Semplice
MS Project
Jira
ClickUp
NetSuite
Confluence
MS Excel

Education

GENERAL ASSEMBLY | 2020-2021
User Experience Design Immersive

FRAMINGHAM STATE UNIVERSITY | 2010-2014
BSc Business and Information Technology, cum laude

LA TROBE UNIVERSITY | 2013
ISEP Study Abroad Program, Melbourne, Australia

Experience

2021

GENERAL ASSEMBLY

USER EXPERIENCE DESIGN IMMERSIVE, STUDENT

Attended a 12 week immersive course with 480 hours of instruction and completed 6 projects

- ▶ SkiPlan: Mobile App, Solo Project; Solving a colleague's need to organize and manage ski trips
- ▶ Sage Floral Studio: Website Redesign and Branding, Solo Project; Building out an improved digital e-commerce experience for a local small business florist shop
- ▶ National Parks Service: Information Architecture/Navigation Improvements and Redesign of 2 Site Pages, Team Project; Improve upon one aspect of the National Parks Service website relating to information architecture and navigation
- ▶ Personal Portfolio: Personal Branding, Website Design and Build-out, Solo Project
- ▶ LIVE A GREAT STORY: Website Redesign, Capstone Team Project; Work with client to understand business needs and areas of opportunity, follow UX process and deliver final design

2020

SYMBOTIC, LLC

SENIOR PROJECT MANAGER

Directed product development and maintenance of a full-scale, \$6.5M testing platform for teams within the company to run simulations and emulations, then evaluate combinations of hardware and software configurations

- ▶ Managed a combined onsite and offshore team of 23 developers leveraging Jira to implement agile methodology
- ▶ Realized 98% savings in man-hours when building and developing configurations required to simulate custom designs of proprietary warehouse storage structure; reduced from 12 weeks to 1 day
- ▶ Spearheaded framework and platform necessary to reduce product design costs associated with forecasted company growth and showcase scalability capacity to customers

2018

OPERATIONS RESEARCH ANALYST, SUPPLY BASE

Supported supply chain and outsourcing business decisions with a data-driven approach

- ▶ Lead in the data analytics effort to support major outsourcing project consisting of the manufacturing, assembly, and test of proprietary mobile autonomous bot and electrical cabinets
- ▶ Coordinated and acted as point of contact for all Contract Manufacturing candidates through outsourcing RFP process, including on-site visits of both domestic and foreign manufacturing facilities
- ▶ Created supply chain risk assessment process by leveraging new tool to ingest supplier data and generate an overall risk score, ensuring supplier scalability and supply chain robustness