



Michelle Borgström

Sr. UX/UI Designer

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Portfolio: michiborgstrom.myportfolio.com

I've got proven track record of delivering complex projects for various industries. With expertise in strategic thinking, product understanding, and efficient teamwork I've demonstrated the ability to design and deliver user-centered solutions that exceed expectations. I'm a curious and passionate professional who constantly seeks to keep up-to-date with the latest technologies and trends in the digital world.

WORK EXPERIENCE

Sep 2022 - present
(7 months)

Sr. UX/UI Designer - TekSystem (Contractor) at IQVIA

We designed complex, responsive applications for projects within the healthcare industry using a Material UI/React Framework. This way we guarantee a seamless process between design and development, while also ensuring an efficient, fast-paced workflow with low engineering costs.

Apr 2022 - Sep 2022
(6 months)

Sr. UX/UI Designer - Rootstack (Contractor) at Ryder

We were tasked with designing an app that integrated their Freight Bill Audit and Payment Carrier Payment Status into a single platform to ensure efficiency and reduce costs. This required me to optimize and integrate different existing applications into one comprehensive solution, complete with multiple user roles and permissions. Throughout the project, my focus on deep understanding of stakeholders requirements and user-centered designs proved critical to ensuring its success.

Sep 2018 - Apr 2022
(3 years 8 months)

Web, Visual & UX/UI Designer - (Freelance)

I worked closely with clients to understand their unique needs and create customized solutions that effectively achieved their objectives. I provided a comprehensive approach to brand building from inception, encompassing brand strategy development, creation of visual identities, and design guidelines. My project portfolio encompasses a wide range of initiatives, including ecommerce implementations, multimedia brand development, and website design for education startups.

Aug 2020 - Sep 2021
(1 year)

Lead Project Manager - (Street Soccer Barcelona Associació)

I was responsible for:

- Developing strong partnerships with Corporate Social Responsibility (CSR) companies.
- Exploring innovative ways to raise funds and building long-term relationships with social organizations that help marginalized communities.
- Creating a business strategy for sustainable growth.
- Web design, content creation and marketing related tasks.

May 2019 - Aug 2020
(1 year 3 months)

Art Director & Digital Content Manager - (Sunamers)

- Design digital marketing strategies for brands with a purpose.
- Execute organic social media campaigns (design+ storytelling).

May 2019 - Aug 2020
(5 months)

UI Designer - C14TORECE (DDB)

Building the new SEAT website: I was in charge of creating pixel perfect layouts and exporting all final assets for implementation, working first hand with developers and other UI designers.

May 2019 - Aug 2020
(2 years 9 months)

Junior UX/UI Designer & Visual design - Friday Media Group

- UX/UI related updates and improvements for marketplace websites.

EDUCATION

Studies

- May 2023
(ongoing) **Online Master in AI & Innovation**
Microsoft & Foundrz
(Online)
- 2021
(3 months) **UX/UI**
Coderhouse
(Online)
- 2019
(6 months) **Social Entrepreneurship Programme -**
Fundació Agbar & Tandem Social
(Barcelona, Spain)
- 2008 - 2014 **Graphic Design Degree**
Facultad de Arquitectura, Diseño y Urbanismo (UBA)
(Buenos Aires, Argentina)
- 2003 - 2007 **Bilingual Bachelor**
St. John's School
(Buenos Aires, Argentina)

Languages

- Spanish (native)
- English (expert)
- Catalan (intermediate)

Technical Knowledge

- Adobe Creative Suite
(Expert: Photoshop, Illustrator, InDesign.
Intermediate: After Effects, Premiere.)
- Sketch/Figma
- Trello, Slack, Notion, ClickUp
- CSS, HTML, Wordpress