

Michelle Kang

Lead Product Designer (UX/UI)

Portfolio

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Contact

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Education

Master of Science

Human Interaction Design
Pratt Institute, New York, NY

Bachelor of Fine Art

Communication Design
Pratt Institute, Brooklyn, NY

Skillset

UX & Product Strategy

Enterprise UX Strategy Product Roadmapping
Cross-Functional Leadership
Design Systems
Stakeholder Alignment

Research & Experience Design

User Research
Journey Mapping
Information Architecture
Usability Testing
Accessibility (WCAG)

Domain Expertise

Fintech & Regulatory Systems
E-commerce (Checkout & Account)
Enterprise SaaS Platforms

Tools

Figma, Adobe Creative Suite
Jira, Confluence, Axure, Agile/Scrum

Professional Summary:

Strategic UX/UI Leader with 13+ years of experience driving enterprise product design across fintech, healthcare, and e-commerce environments. Proven track record of leading cross-functional teams (10–40+ stakeholders), conducting global research initiatives, and delivering scalable design systems that improve adoption, conversion, and operational efficiency. Expert in translating complex regulatory and business requirements into intuitive, accessible, and technically feasible digital experiences.

Bristol Myers Squibb, Madison, NJ Feb 2024 – Present

Sr UX/UI Designer (Full-time)

- Led AI-informed UX strategy and data-driven product discovery through intake workshops with 10+ global stakeholders to define digital product roadmap.
- Conducted global research study (24 participants across regions), identifying key friction patterns and opportunity areas.
- Delivered end-to-end prototypes improving task clarity and reducing workflow confusion by 28%.
- Co-facilitated usability testing sessions; implemented iterations resulting in 22% faster task completion time.
- Strengthened accessibility compliance and usability standards across product initiatives.

Amazon, New York City, NY Sep 2023 – Feb 2024

Sr UX/UI Designer (Contractor)

- Led discovery workshops across product, engineering, and seller experience teams.
- Consolidated UX strategy improving seller dashboard usability and engagement by 17%.
- Delivered scalable UI frameworks across multiple product streams.
- Contributed to seller workflow optimization, reducing task completion time by 19%.
- Improved seller transaction clarity contributing to an estimated 8% increase in successful listing completion.

J P Morgan Chase, Jersey city, NJ Dec 2019 – Sep 2023

VP of UX Design (Full-time)

- Led UX strategy for enterprise legal management and internal financial systems supporting risk and compliance teams.
- Conducted contextual research and advisory board interviews to redefine service design frameworks.
- Designed and implemented firmwide design system adopted across 6+ internal platforms, reducing design inconsistency by 30%.
- Reduced workflow completion time across enterprise tools by 35% through process simplification.
- Lowered compliance-related user input errors by 26% via improved validation and interface restructuring.
- Delivered cross-platform (HTML5) frameworks supporting enterprise sales and regulatory reporting.
- Partnered with compliance leadership to improve audit traceability and reduce review friction by 30%.

Goldman Sachs, New York city, NY Aug 2019 – Dec 2019

Sr UX Design (Contractor)

- Designed portfolio picker and asset management calculator tools improving investment task efficiency by 21%.
- Established visual hierarchy standards across digital investment platforms.
- Conducted user testing cycles reducing usability errors by 24%.
- Collaborated with engineering t

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Accenture Interactive, New York City, NY Jun 2018 – Jul 2019

Lead UX/UI Designer (Full-time)

- Led data-driven UX research including user interviews, journey mapping, and competitive analysis to inform digital strategy.
- Designed and validated user flows and wireframes through A/B usability testing and stakeholder reviews.
- Delivered enterprise marketing and digital experience initiatives integrating motion, interactive, and environmental design.
- Managed cross-functional production workflows, ensuring quality and alignment across internal teams and external vendors.
- Partnered closely with clients to translate business requirements into scalable digital solutions.

BBDO Worldwide, New York City, NY Jun 2014 – Jul 2018

Sr UX Designer (Full-time)

- Led UX design initiatives for Citibank investment platforms in collaboration with research and product teams.
- Designed multi-channel digital marketing campaigns for Verizon Fios across regional markets.
- Directed responsive website design systems and marketing ecosystems for enterprise clients.
- Mentored junior designers and collaborated with cross-disciplinary creative teams across brand, strategy, and engineering.
- Contributed to iterative digital concept development across multiple large-scale client engagements.

The Charles, New York City, NY Jan 2014 – Jun 2014

- Visual Designer (Contractor)
- Designed mobile applications, responsive websites, and digital campaigns for consumer brands.
- Developed visual strategies supporting brand engagement and social media initiatives.
- Collaborated with creative and development teams to deliver cohesive digital experiences.