



Michell Hur

A UX Designer who transforms experience with a curiosity for people and the environment into ethical innovative solutions

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Experience

Freelance - Lead UX Designer and Project Manager April 2023 - May 2024

- Ideated and developed new product design strategies emphasizing the connection between UX/UI and people to address significant concerns such as habitat fragmentation, food security, climate change, child abuse, fatality rates, biodiversity, and incomplete missions related to human well-being.
- Developed strategies focused on critical analysis in program planning, including managing product design and UX/UI development, along with overseeing over 170 strategic marketing and engineering activities.
- Forged strategic partnerships with government agencies and investors, securing thousands of dollars in investment.
- **Red Dot Award** - Winner of Brands & Communication Design
- **IDA Design Awards** - Winner of Conceptual and Eco Design Products, Industrial & Life Science Design For The Environment
- **European Product Design Awards (EPDA)** - Winner of Industrial/Social Product Designs
- **Indigo Awards** - Winner of 28 Design Awards in UX categories for Innovation, Technology, Experience Design, Social change, Graphic Design, Mobile App, Branding, Interaction, Media, and Service.
- **Core77 Design Awards** - Winner of Toys & Play Category and 23 Design Awards in UX Categories, Student Notable

Royal Caribbean Group x SCADpro - UX Lead Designer June - July 2022 | Georgia, USA

- Led a collaborative project with CallisonRTKL (Arcadis), spearheading sustainable, social, and digital design innovation, while managing a multidisciplinary UX team as a design consultancy; facilitated improvements in hi-fi mockups for enhanced UX.

Google x SCADpro - Project Leader, UX Designer January - March 2022 | Georgia, USA

- Led effective collaboration with Google, optimizing Gen Z learning via web-based applications (Google Chrome, Android, and iOS), ensuring client satisfaction and successful outcomes in software, web, and mobile delivery, securing endorsement from Google Executives and Vice Presidents during an organization-wide summit.

Seoul National University - UX Designer, Researcher November 2021 - January 2022 | Seoul, South Korea

- Enhanced shared housing experiences at a graduate school with a TensorFlow-based Digital Twin Prototype, achieving a 32% boost in user satisfaction by defining tailored UX goals and design principles, and improving sensor speed by 14% through comprehensive research and hands-on machine learning for human-centered opportunities.

3M x SCADpro - Communication Leader, UX Designer September - November 2021 | Georgia, USA

- Revitalized doctor-patient interaction via human-centered design, AR/VR integration, and UX Design, leading to advancements in physical, technology, and UI design.
- Delivered solutions prioritizing accessibility, built client trust through interpersonal skills, endorsed by 3M Executives.

Deloitte x SCADpro - UX Lead Designer June - August 2021 | Georgia, USA

- Led government employee insights synthesis for web applications with innovative features, including mentorship and upskilling, using data visualizations and AI/ML models.
- Executed high-quality work within a 10-week timeline, designing varied fidelity levels and applying feedback techniques.

Metropolitan Lifestyle Group - Digital Marketing UX Designer November 2019 - February 2020 | Hong Kong

- Increased 90% SNS engagement, doubled website traffic, and pioneered impactful campaigns achieving substantial growth in brand recognition through strategic research, analysis, and tailored solutions for mass-market consumers.

Education

Savannah College of Art and Design

BFA in User Experience Design 2019 - 2023 | Georgia, USA

Undergraduate Student Representative, Leaders In Technology Leadership, International Student Ambassador

Achievements

The Rookies - Rookie of the Year in Architectural

Visualization, Product Design

UX for Voice: Planning and Implementation Certification

Contact AI: Conversational Design Fundamentals Certification

Skills

Tools

Figma, Adobe Suite, Sketch, SolidWorks, InDesign, Rhinoceros 3D, KeyShot 3D, HTML, CSS, Python, Prolog, C, C++, JavaScript, Tensorflow, Dialogflow, Miro

Capabilities

UI/UX, Interaction Design, Wireframing, Physical and Digital Prototype, Low-High Fidelity Conversation Design, Graphic Design, UX Writing, Information Architecture

Research Methods

User Testing, User Interview, User Research, A/B testing, Journey Mapping, Usability Studies, Card Sorting, Competitive Analysis, Design Strategy