Wade Pressel

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SUMMARY

Designer with 13+ years of experience driving UI/UX, product design, and design system adoption. As lead product designer, I oversee the user-facing app and internal admin systems and lead the end-to-end design strategy for a growing eLearning platform. My experience spans UI and product design, UX research and planning, managing design systems, and cross-functional collaboration. I excel in environments where I can use my knowledge to bridge the gap between design, development, and business teams. In my current role, I've successfully:

• Redesigned the user facing app from the ground up, increasing average session length by 40%, increasing retention rate by 20%, and implementing client wishlist items.

• Built, implemented, and refined the new design system, improving design-to-development efficiency and consistency.

• Led the reporting system initiative, improving data visualization and decision-making, resulting in a 15% increase in user engagement with reports.

EXPERIENCE

Lead Product Designer

FLIP   **January 2020 - Present, Troy, MI**

• Lead product and visual design for a flashcard-based knowledge platform.

• Manage a team of designers, developers, and marketing resources.

• Conduct UX research and implement usability improvements for the FLIP app & admin backend.

• Architect and design new features in collaboration with creative, PMs, and developers.

• Oversee marketing initiatives and budget to enhance brand reach.

UI/UX Designer

GALAXE.SOLUTIONS   **November 2018 - December 2019, Detroit, MI**

• Served as UI/UX Subject Matter Expert, advising teams on best practices.

• Designed web-based solutions aligned with user needs and company guidelines.

• Led the redesign & optimization of the corporate website and intranet.

• Worked in both Waterfall and Agile environments, collaborating across multiple teams.

Senior UI/UX Designer

JACAPPS   **March 2018 - October 2018, Bingham Farms, MI**

• Designed web and native mobile apps as the primary UI/UX lead.

• Communicated with clients and users to gather requirements and understand pain points leading to the creation of improved user experiences for websites and apps.

• Designed marketing assets, including flyers, infographics, and website content.

Senior Web & App Designer

MERCURY STUDIO   **May 2015 - February 2018, Royal Oak, MI**

• Led UI/UX design for WordPress sites, Shopify stores, and mobile apps.

• Optimized website experiences to align with business goals and conversion strategies.

• Managed website analytics and continuous optimization based on user feedback.

Graphic Designer

BRAND LABS   **January 2011 - May 2015, Rochester, MI**

• Designed eCommerce stores with a focus on conversion optimization.

• Designed and developed HTML newsletters, landing pages, and blog content.

• Established quality control processes for email marketing design.

EDUCATION

Bachelor of Fine Arts, Graphic Design

International Academy of Design and Technology - Detroit • 2009 • 3.89 GPA

SKILLS

UI Design • UX Research • Design Systems • User Testing

Figma • Adobe Creative Suite • HTML / CSS • WordPress

Wire-framing • Native App Design • Responsive Web Design • Art Direction • Project Management