



I'm Michelle Ciappa
but you can call me

CHOPPA

UI Designer and Illustrator

UI/UX skills

Interaction design • Microinteractions
High fidelity mockups • Color theory • Branding
Typography • Style guides • Responsive design
Visual competitive analysis • Prototyping
Typography • Domain research
User interviews • User testing • Wireframing
User personas • Site/app maps

Illustration skills

Hand-sketching • Print repeats
Brand identity development • Production art
Children's book illustration • Fashion illustration
Trend research • Embroidery/appliqué design
Hand-lettering • Watercolor

Tools

Proficient

Illustrator • Photoshop • Sketch • Google Suite
Microsoft Suite • Keynote • InVision

In progress

Principle • InDesign • Marvel • Trello

Education

Columbus College of Art and Design August 1994–May 1998

B.F.A in Fine Arts and Illustration
Dean's List

choppa.design

mciappa.art@gmail.com

[linkedin.com/in/mciappa](https://www.linkedin.com/in/mciappa)

UI/UX design experience

UI Designer, Designation

Chicago, February–August 2018

A 24-week immersive experience centered around UX and UI design where I collaborated with a team to strategize and navigate tough deadlines within 70-to 80-hour weekly sprints. I focused on the UI design process and learned UX foundations. Through the program, I practiced defining navigation, user workflows, developing wireframes, creating high-fidelity mockups with prototypes, doing usability testing to inform iteration and delivering final development-ready assets for both desktop and mobile applications. I worked on client projects including:

Commit: A crowdfunding digital payment application that takes the financial risk out of social event planning. I redesigned their event experience and performed desirability and usability testing on potential concepts. I designed a mobile responsive web app and marketing site and documented a design system for future application. My design was adapted for their platform and will be implemented in 2018.

ReturnRunners: A reverse logistics startup that provides a white-glove return service to affluent Chicago residents. I redesigned user flows that helped improve the apps onboarding and returns processes as well as re-imagined their marketing website with multiple iterations and testing. Finally, I delivered a style guide to help the development team implement my designs.

Illustration and design experience

Freelance apparel graphic designer and Illustrator

New York, 2014–Present

I designed and executed graphics and illustrations to be printed for a variety of clients including DKNY Kids, Topsville Epic Threads for Macy's and Five Points Graphics.

Sr. Graphic Designer, Kohl's

Milwaukee, 2015–2018

I supervised a team of 5 while creating graphic and prints for the Girls' Jumping Beans line. I worked closely with merchants, production, and outside vendors to approve art for manufacturing. I worked cross-functionally with designers, production and merchants to create seasonal calendars, set deadlines, review costs and discuss trends. I collaborated with my team to create and develop graphic trend boards, new techniques and presented to executive teams for every season. I created consistent top-performing best-selling graphics in week-to-date sales.

Sr. Graphic Designer, The Children's Place

Secaucus, 2010–2014

I managed the graphic tee program and designed for girls' (infant, toddler, tween) tops, bottoms, seasonal items, sleepwear, and swimwear. I worked cross-functionally with designers, production, and merchants to create merchandise for each season. My graphics were consistently top-performing in best-selling week-to-date sales.

Graphic Designer and Illustrator, Garan Inc., Garanimals

New York, 2009–2010

I designed girls' toddler clothing while creating hand-sketching, embroidery, appliques, repeats, and trend boards. My graphics were consistently top-performing in best-selling week-to-date sales.

Graphic Designer and Illustrator, The Limited Too and Justice

Columbus, 2006–2008

I designed girls' tops, bottoms, t-shirts, seasonal items, licensing, and intimate apparel, such as bras, bottoms, sleepwear, and swimwear. I prepared art for factories and worked closely with merchants to approve art for production. My graphics were consistently top-performing in best-selling week-to-date sales.