



Michelle Faith Mo

UX/UI Designer

michellefaithmo.com

michellefaithmo@gmail.com

732.799.8810

EDUCATION

Rutgers University

New Brunswick NJ/ May 2024

Master of Business & Science in
User Experience Design

Rutgers University

New Brunswick NJ/ May 2021

Bachelor of Arts in Communication
(Public Relations Concentration)

TOOLS

Adobe Creative Suite

Figma

Sketch

Axure RP

WordPress

InVision

Marvel

ProtoPie

Photoshop

Illustrator

InDesign

After Effects

Qualtrics

Miro

Jira

Slack

Trello

Balsamiq

Procreate

SKILLS

Interaction Design

Visual Design

Interactive Prototyping

Mobile/Web Design

Digital Illustration

Branding

Typography

User Research

Wireframing

Heuristic Analysis

User Flows and Journey Mapping

Information Architecture

Persona Development

A/B Testing

Guerrilla Usability Testing

English/Mandarin/Cantonese

WORK

Dr. Lin-Tang, MD

July 2024-Jan 2025

Warren, NJ

ECPAT-USA

Jan-May 2023

New Brunswick, NJ

Rutgers University–New Brunswick

Sept-Dec 2022

New Brunswick, NJ

AWARDS

UR Not Alone

March 2023

Piscataway, NJ

PROJECTS

CashPlant

Jan-May 2023

Human Trafficking Awareness for Transit Operators

Jan-May 2023

Serano

Sept-Dec 2022

Healthcare Communications Designer

- Designed patient-facing healthcare materials, ensuring clarity and accessibility for diverse audiences.
- Managed communication channels, scheduling, records, insurance claims and billing for 1,000+ pediatric patients.
- Assesses and documents vital signs, including height, weight, body mass index (BMI), hearing, and vision.

UX/UI Designer & Team Lead

- Lead a design team of 4 to improve the accessibility of child trafficking information.
- Researched trafficking tactics and partnered with GIS experts to equip transit leaders with prevention insights.
- Refined the user interface of the ECPAT WordPress website using Figma and Adobe Illustrator.

Visual Designer

- Designed a mobile application with a team of 10 to provide real-time COVID-19 updates for 50,000+ students and staff.
- Conducted COVID-19 research among Rutgers students and designed a seamless user interface in Figma.
- Optimized data synchronization by transferring data from Rutgers COVID-19 website to the app.

UX Designer

- Developed an application designed to enhance the physical and mental well-being of Rutgers students, and won first place in CreateRU 2023 Annual Design Hackathon.

UX Designer

- Collaborated with a team of 4 to create a financial planning application for adults who are in their 40s.

UX/UI Designer & Team Lead

- Continued the development of the ECPAT website using insights from the Rutgers Spring and Summer Externship research, enabling transit leaders and operators to access critical data and raise awareness about the rise of human trafficking on public transit in the U.S.

Visual/Web Designer

- Designed a web app with a team of 4 to strengthen mental resilience among Puerto Rican teens, leveraging user research to reach 250,000+ users, and presented at the 2023 TOP Summit by the U.S. Census Bureau's COIL.