

LEIGHA MICELI

PRODUCT DESIGNER

CONTACT

CALL | +1 407 802 0407

EMAIL | leigha@lmva.us

PORTFOLIO | www.lmva.us

PASSWORD | chatbooks

TOOLS

DESIGN | Figma, Sketch, Adobe Creative Suite, Procreate

ANALYTICS | Amplitude

COLLABORATION | Miro, Notion, Jira

SKILLS

HARD | Wireframing, Prototyping, User Flows/Journeys, Mock Ups, Visual UI, Information Architecture, Interaction Design

SOFT | Collaboration, Communication Strategy, Empathy, Time Management, WFH/Remote Experience, Product Mindset

EDUCATION

Certification in UX Design

Career Foundry

2018-2019

B.S. in Psychology

University of Central Florida

Graduated 2013

WORK EXPERIENCE

Senior UX Designer @ Chatbooks

April 2021 - Current

Part of the Chatbooks Print team dedicated to book creation and subscriptions within the app. Promoted to Senior UX Designer in 2023, where I mentor designers, lead the product vision and re-invented our design system.

- Developed a print rate solution resulting in a record-breaking \$7 million subscription revenue day.
- Boosted recurring revenue from \$9M to \$20M in 2022 by rethinking subscriptions.
- Reduced churn by 2% with a personalized cancellation flow.
- Increased print rates by 13% via photo book creation redesign and increased print rate by 6% with one screen.

Product Designer @ Freelance

March 2015 - Dec 2023

Solved complex UX challenges across multiple companies. Collaborated closely with diverse teams including designers, engineers, clients, and customers.

- Established robust design systems
- Enhanced existing platforms
- Spearheaded the development of innovative products

UX Tutor @ Career Foundry

January 2022 - Current

Implemented best practices to provide hands-on guidance on real-world design projects, fostering students' portfolio development and facilitating mastery of UX design skills through regular assessments and constructive feedback.

UX Designer @ Reconnect

March - November 2020

Under the Lead UX Designer, I contributed to the desktop web and mobile apps for Probation Officers, and designed an app for individuals on Probation, boosting visibility, accountability, and motivation.

- Conducted user research and usability testing, leading to a 100% increase in messaging and a 15% rise in task completion rates and user engagement.