

MISHEEL GANBOLD

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WORK EXPERIENCE

UX/UI Designer/Marketing Coordinator (Part-time)

Apr 2020 – Present

Asia Leadership Development Network, *San Francisco, CA*

- Design and project manage creation of web and mobile application landing pages true to the brand
- Facilitate collaboration with team members across five different time zones to ensure efficient service
- Managed and grew the social media following for a company from 10,000 to over 62,000 followers within 3 years, resulting 15% increase in website traffic.
- Create content in order to build and maintain robust brand presence (Youtube, Facebook, Instagram)

Senior UX/UI Designer (Full-time)

Jul 2021 – Dec 2022

Procraft Agency, *Ulaanbaatar, Mongolia*

- Led the design vision and managed a team of 5 junior designers to address UX challenges to ensure quality and consistency across design projects
- Designed and delivered over 50 wireframes, prototypes, and high-fidelity mockups for desktop and mobile applications.
- Coordinated production across stages from concept and design development to final testing and optimization
- Generated UX concepts, such as task analysis, storyboards, and use cases to accelerate user flow

Web Designer/Marketing Communications Assistant (Part-time)

Oct 2020 – Jul 2021

Agricultural Institute of Marin, *San Francisco, CA*

- Contributed to the development of Shoppy store, resulting in increased online sales and customer acquisition.
- Oversaw Google AdWords, campaign planning and execution resulting in 10% increase in website traffic
- Created and published more than 50 pieces of content, including graphics, videos, and blog posts, across various channels

Digital Designer (Contractor)

Apr 2021 – May 2021

Structured Agency, *San Francisco, CA*

- Developed new, original marketing email campaigns for 2 small businesses while ensuring needs were fully met
- Consulted on tone, style, and subject matter to drive layout and design improvements

Marketing and Design Intern (Full-time)

Jun 2019 – Sept 2019

Queen of the Neighborhood, *Berlin, Germany*

- Designed new, on-brand visual elements with a focus on concept and messaging to cultivate the appearance and usability of website
- Assisted in the planning and execution of launch event for a 50 guests, 2 performers and 15 local vendors

Marketing & Outreach Intern (Full-time)

Jun 2018 – Sept 2018

Outward Bound California, *San Francisco, CA*

- Assisted in the development and implementation of 3 community outreach programs, and prepared over 50 flyers and social media designs resulting in increased community engagement and brand awareness
- Organized and maintained a database of more than 15,000 photos for future outreach and marketing initiatives

EDUCATION

University of California, Davis - Bachelor of Arts, Visual Communications Design and Technology Management

International Christian University - Quarter Abroad: Language and Art History in Tokyo, Japan

SKILLS AND INTERESTS

Technical Skills

- Mastery of Microsoft Office and Google Suite
- Highly proficient with Figma and other design tools (Adobe Illustrator, Adobe Photoshop, Canva)

Soft Skills

- Excellent communication skills with a focus on team-building and customer relations
- Outstanding organizational, team and brand management, and problem-solving ability

HONORS AND AWARDS: Best Digital Product of the Year Award - Digital Product Conference, *Nov 2022*