

michelle haft

Experienced Product Leader and Creative Director servicing tech companies and brands for over 12 years.

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michellehaft.com

digital skills

Adobe Creative Cloud: Photoshop, InDesign, Illustrator, After Effects, Adobe XD; Sketch; InVision; Keynote; PowerPoint; HTML; CSS; Wordpress; Confluence; Jira; Figma

education

2007—2009
Portfolio Center, Atlanta, GA

Master's Certificate of Design/Media Architecture

2001—2005
University of California, San Diego, CA

Bachelor of Arts in Linguistics, Cum Laude

Honors & Awards: Departmental Honors for Research on northern Italian dialect of Friulian; "Outstanding Graduate in Linguistics" Award, April 2005

June—August 2005
Massachusetts Institute of Technology, Cambridge, MA

Linguistics Society of America Summer Institute

Acoustic Phonetics, Phonology & Field Methods

January—May 2004
Scuola Lorenzo de' Medici, Florence, Italy

Study Abroad Program Intermediate/Advanced Italian

1998—2001
El Camino Real High School, Woodland Hills, CA

Honors & Awards: Valedictorian: Top 5% of class; Governor's Scholarship Award, 2001

experience

June 2019—Present
Quore, Nashville, TN

VP of Product

Lead an agile product team in development of cloud-based enterprise software for the hospitality industry. Responsible for defining strategic goals, roadmap planning and overseeing product delivery.

August 2016—June 2019
Quore, Nashville, TN

Creative Director

Led product design and brand team for cloud-based enterprise software company servicing the hospitality industry, responsible for product UI, product marketing and brand.

January 2014—May 2016
Livefyre, San Francisco, CA

Creative Director

Led a multidisciplinary team responsible for brand and marketing communications, product marketing, and creative services for enterprise software. Acquired by Adobe in 2016.

December 2012—December 2013
Jawbone, San Francisco, CA

UI/UX Designer

Product and visual UX designer for the the UP™ lifestyle-tracking wristband and iOS app.

February 2010—September 2012
SYPartners, San Francisco, CA

Designer

Designed experiences and communications to facilitate transformation in large corporations including Starbucks, Levi's, Oakley, IBM, and eBay Inc.

August 2008—January 2010
Armchair Media, Atlanta, GA

Interaction Designer

Designed digital experiences, video, animation and brand identities for clients including College Board, and InterContinental Hotels.

awards & honors

Featured in CMYK Vol. 43, 44 & 46

Two Silver ADDY Award winner, Atlanta, 2010

National Student Show & Conference Award winner, 2010

Participated in the USGBC Sustainable Suite Design Competition to help drive sustainable practices in the hospitality industry, August 2009

Institute for Int'l and Comparative Area Studies Travel Grant Award winner, December 2004

Clients Include:

InterContinental Hotels
Georgia Pacific
College Board
Starbucks
Levi's
Deloitte
Oakley
IBM
eBay Inc.
Peet's Coffee & Tea
Allstate
Facebook
Gap Inc.
Nike
ABC
IndyCar
PS4
Craftsman
The Oscars
Huge
Thumbtack