

Noah Michaels

UX & PRODUCT DESIGNER

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PROFILE

UX and product designer with 6+ years of experience making dense content easier to use: legislative publications, a print shop's online ordering, and a weather app that turns forecasts into a plain answer for cyclists. Comfortable in code as well as Figma, so I can build what I design.

SELECTED PRODUCT WORK

Wheely Weather · Cycling weather decision app 2025

wheelyweather.app · Astro, React, Tailwind CSS

- Designed a dashboard that answers the question cyclists actually have (ride now, or wait?), turning forecast data into a verdict, hourly windows, best-day picks, and what to wear.
- Built and deployed the front end on Cloudflare Pages, pulling forecasts from Open-Meteo and the National Weather Service.

Full case studies at nm.works/projects

EXPERIENCE

Graphic & Production Designer, NC General Assembly · Raleigh, NC 2021–Present

- Built template systems for the cards, postcards, letterhead, and envelopes that 170+ legislators order on repeat, so each job starts from a standard instead of a blank page.
- Replaced a two-step mailing process by data-merging letters directly onto letterhead, so a full mailing prints in one run instead of two.
- Reworked the structure and layout of data-heavy legislative publications so they're easier to read, navigate, and produce accurately.

Web & Graphic Designer, Creative Printing · Boone, NC 2018–2020

- Redesigned online ordering around the jobs customers came to do, with a clearer path from picking a service to submitting the work.
- Designed and built 20+ WordPress sites, working directly with clients from first wireframes through scoping and rounds of revisions.

EDUCATION

Appalachian State University 2020

B.S., Graphic Arts and Imaging Technology, Cross Media Production · Minor: General Business

SKILLS

Product & UX Design: user flows, information architecture, wireframing, prototyping, design systems, accessibility (WCAG, Section 508) · Figma

Front-End Development: React, Astro, Tailwind CSS, HTML/CSS, WordPress · Git, Claude Code, Cloudflare Pages

Visual Design: typography, layout, brand and print production · Adobe Creative Cloud