

# Michelle Beauchamp

Westminster, CO

 mebeauchamp.com  me@michellebeauchamp.com  +1 941-932-7415

## Employment

### Senior Designer

FlightScope / 2012 - 2022

- Design, iterate, and deploy mobile, software, and web applications within a modular framework for professional, consumer, and entertainment markets
- Work directly with stakeholders, clients, and developers to generate customizable experiences unique to industry requirements
- Successfully deploy ecommerce outlets including Shopify and Amazon storefronts, conducting millions in consumer goods sales annually
- Test and optimize email marketing efforts linked to ecommerce including automated flows, newsletters, sales promotions, and after-sale support
- Translate complex radar data into simple visualizations for use in web, mobile, and broadcast applications across multiple sports
- Edit and animate short and long form video for brand presentations, webinars, social media, education, and ecommerce
- Define and manage brand aesthetic including printed campaigns and trade show materials for use by internal departments and teams around the world
- Explore and present new technologies to promote brand awareness, simplify business processes, and elevate product offerings

### Digital Media Coordinator

VScreen / 2010 - 2012

- Responsible for the design, development, deployment, and maintenance of all internal and client web, email, video, and marketing campaigns
- Work directly with development team to create the first automated video marketing system available for real estate brokers and agents
- Oversee production of all custom video and graphics packages sold across multiple industries

## Design & Development

Contractor / Current

- Work with clients in a variety of industries to create designs specific to their requirements from branding, product design and development, UI/UX design, video and animation, and asset creation

## Education

### Master's Degree in Entertainment Business

Full Sail University / Winter Park, FL  
2008 - 2009 / 4.0 / Valedictorian

### Bachelor's Degree in Film

Full Sail University / Winter Park, FL  
2006 - 2008 / 4.0 / Valedictorian

## About

I'm a multidisciplinary designer and product manager with the knowledge and experience to direct and work hands-on through the entire brand, campaign, and product lifecycle. I research, design, iterate and improve, launch, sell, market, and educate.

For years I've created and managed experiences for the sports industry, designed mobile, software, and web applications for professional and consumer products sold to athletes and their support systems around the globe.

## Marketing & Design

Photoshop  
Illustrator  
InDesign  
CRM  
Email Marketing / **Klaviyo Certified**  
Social Media Marketing

## Web

HTML, CSS, Basic JS  
Notion Template Development  
Ecommerce / **Shopify Business Partner**  
CMS, Data Management  
Responsive, Adaptive Design

## UI / UX

Figma, Axure, Adobe XD & more  
Iterative Design  
Storyboarding  
Low & High Fidelity Prototyping  
Usability Testing  
Agile & Scrum

## Video & 3D

After Effects  
Premiere, Davinci Resolve  
SVG & Lottie Animation  
Element 3D Animation  
Broadcast & Live Streaming  
Video & Film Production

## Recognition

Designed products and applications that have earned industry and business accommodations from the American Business Awards, ABCA, and Golf Digest