



# Michael Noland

Ui/Ux Design and Marketing Manager



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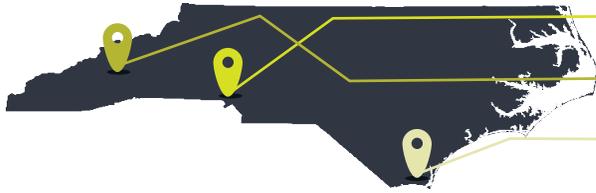


www.nolanddesigns.com



704.791.9011

## I AM A NORTH CAROLINA BOY BORN AND RAISED.



I currently live in Charlotte, NC.

I was born in Asheville, NC.

I love Wrightsville Beach, NC.



**Aquarius**

Born January 29th

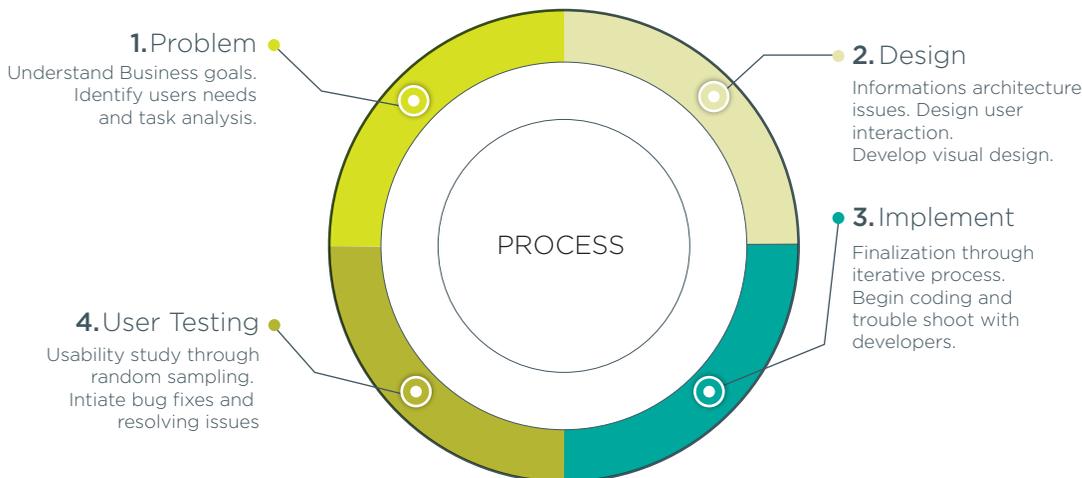
### What I Do

I am strong design leader, managing a team of designers through branding, design and strategy. I drive a collaborative process that brings multiple stakeholders together to create content that is tailored to our customers and brand appropriate. I use Ux/UI best practices to push the envelope on all digital creative that spans from mobile app, web, social and digital marketing (interactive banners & email ). I have a strong business acumen and share daily analytics and results with the creative team to push and improve over time.

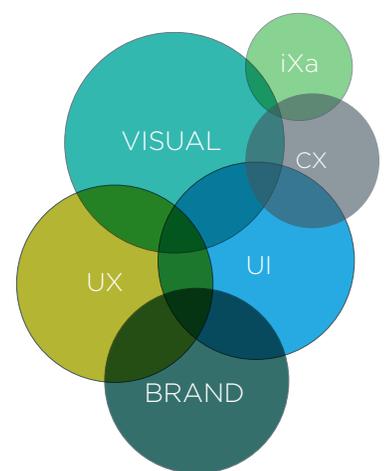
I believe in strong bench strength and cross train the team to bring out their best work. My managing style is laid back but process driven. I believe most creatives need a "come as you are" mentality, but given an environment that is focused on process with clear cut expectations sets them up for success. My current role is split up into three specific areas of focus allowing me to work with radically different teams and personalities.

I partner with merchandising for art direction, selection of appropriate merchandise and execution of the companies goals. I work with the marketing team to plan, schedule and execute the creative campaigns across all business verticals. I work the user experience team and developers to ideate, test and improve the customer experience on a site that has over 3 million sessions a month and yearly intake of \$450 million dollars.

### 4 step process to design



### Areas of Expertise



### Relevant Work Experience

**belk** / Digital Design Manager  
September 2015 - Current Postion

**belk** / Digital Design Team Lead  
Feburary 2015 - September 2015

**belk** / Mobile iXa Designer  
August 5th 2013 - Feburary 2015

### Relevant Skills



adobe Ai



adobe Ps



adobe Ae



art direction



leadership



adobe Xd