

# Michael Rice



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## Experience

### Cee Cee Creative

Berlin, Germany / Editorial Assistant / Nov 2018 - Apr 2019  
Boutique creative agency. Managed the bilingual (EN/DE) weekly editorial newsletter "Cee Cee Berlin" with a readership of 35,000 and contributed to consulting projects for both German and international clients. Work included writing short and long-form features on travel, food, art, and culture, copy editing, fact checking, proofreading, developing branded content, liaising with remote freelance writers and translators, content concepting, conducting and transcribing interviews, location scouting, and project management.

### LPK

Cincinnati, Ohio, USA / Strategy & Trends Intern / May - Aug 2018  
International branding agency. Conducted competitive audits, trend analysis, and market research to inform brand strategy, new product development, UX design, and social media growth strategy. Work spanned FMCG, beauty, fashion, health, home appliances, and finance for Fortune 500 companies to local non-profits.

### CBi China Bridge

Shanghai, China / Design Intern / Aug - Dec 2017  
Innovation consultancy. Work included China e-commerce market research, product prototyping, print design, event photography, video editing, and English copy editing for international clients entering China's market.

### Crown Equipment Corporation

New Bremen, Ohio, USA / UX Design Research Intern / Jan - Apr 2017  
Logistics corporation. Studied the influence of fleet management software data on logistics decision-making in warehouses to support UX design team. Analyzed Crown's behavior-based safety program for warehouses and manufacturing.

## Education

### University of Cincinnati

Cincinnati, Ohio, USA / Berlin, Germany / Hong Kong  
DAAP B.S. Product Design, Economics Minor  
Six month exchange: Hochschule für Technik und Wirtschaft, Berlin, Fall 2018  
Two month exchange: Hong Kong Polytechnic University, Summer 2016  
Dean's List, Cincinnati Scholar, University Honors, UHP+Discover award recipient, Phyllis C. Finch Endowment Fund scholarship recipient, UC International scholarship recipient  
3.5 GPA / class of 2020

## Activities

### Design in Mind

Vice President / May 2017 - Present  
Facilitate placement of 50+ volunteers in high-need art classrooms at local partner schools. Identify community partners to develop new volunteer opportunities for college students. Initiated summer program and lead curriculum writing efforts.

### Section 001

Design Research Lead / Jan - May 2018  
Directed research team through primary research and synthesis in the context of a 30-person collaborative workplace design studio. Showcased furniture collection at the International Contemporary Furniture Fair 2018 in New York City.

### Design for America

Studio Lead / Aug 2015 - May 2018  
Helped manage 25-person non-profit design studio. Identified new community partners, lead design workshops, and advised teams as they work on social impact projects.

## Skills

Branding strategy  
Competitive audits  
Survey writing  
UX usability testing  
Ethnography  
Copywriting  
Editorial writing  
Workshop facilitation  
Social media content  
Photography  
Client services  
Industrial sewing  
Basic woodworking  
Metal brazing

## Technical

Adobe Indesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Lightroom  
Adobe Premiere Pro  
InVision  
Wordpress (EN/DE)  
Mailchimp  
Qualtrics  
Fusion 360  
Solidworks  
Microsoft Office

## Interests

70s world folk music  
Good Chinese food  
Riding the bus