

MELISSA CARMICHAEL

EXPERIENCE

Principal User Experience Designer | SurveyMonkey *Mar 2015 - Present*

Lead UX/UI Designer for Billing, User, and Growth teams, which encompasses user account creation (registration/checkout), top of funnel pages (welcome/on-boarding, pricing pages, homepage), Team collaboration, Internationalization, and A/B testing.

Participate in the product definition process with the Product and Engineering managers, including requirements gathering, solutioning, and product roadmap planning. Drive the clarification of the user tasks, objectives, and final UX/UI decisions.

Participate in qualitative user research to understand user needs and evaluate design solutions for usability, as well as, quantitative, rapid, and iterative A/B testing on experimental UX/UI solutions.

Create interaction design deliverables such as process flows, wireframes, annotations, prototypes, concept and final designs, production-ready assets.

Identify UX process improvements within individual product teams and provide leadership to other UX team members and projects.

Principal User Experience Designer | Mobiquity, Inc. *July 2011 - Feb 2015*

Strategic planner and design lead, crafting enterprise mobile and web solutions for a wide range of clients, including Fortune 500.

Work closely with cross-functional team members, from business to engineering, to bring products to market; ensure unified design and builds within both waterfall and agile environments.

Lead and mentor a team of geographically diverse designers; help to define department standards for process & methodologies, oversee quality control to establish consistent deliverables, and define and lead new employee on-boarding & training sessions.

Senior Art Director | Cambridge BioMarketing *Oct 2009 - Feb 2011*

Led a diverse team of creative professional in the execution of creative mobile & web corporate and consumer engagements.

Art Director | RDVO *Aug 2007 - Oct 2009*

Managed and provided a range of design services, from branding, data visualization, marketing, and software solutions for clients.

Senior Interactive Designer | Cramer Productions *Aug 2004 - Aug 2007*

Integrated marketing communications company where I designed strategic brand and marketing campaigns for regional and international organizations.

Interactive Designer | Animation Technologies *Mar 2004 - Aug 2004*

Designed and built interactive Flash interfaces for highly confidential legal cases and pharmaceutical companies.

Lead Designer | Acadient eLearning *Mar 2001 - June 2003*

Lead designer for core eLearning product; designed and oversaw the production of Flash-based courseware product and company corporate marketing campaigns.

Visual Designer | ZEFER *June 2000 - Jan 2001*

Lead design efforts on websites, collaborated with developers in small project teams.

Web Editor | Redstart (London, UK) *Sept 1998 - Feb 1999*

Managed website content & visual assets, drove acquisition efforts for new members.

CONTACT

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Currently located in SF Bay Area

EDUCATION

Bachelor of Fine Arts | 2001

School of the Museum of Fine Arts, Boston, MA in affiliation with Tufts University, Medford, MA

SOFTWARE & SKILLSET

Adobe CS, Sketch, OmniGraffle, Axure, Proto.io, HTML, CSS

- Strategic planning, scoping, product roadmaps, resourcing
- User research including stakeholder and user interviews
- Heuristics & competitive analysis
- Information architecture, site maps, scenarios, wireframes, and user flows
- Moodboards, style guides, pattern libraries
- Present designs and defend solutions to various stakeholders
- Collaborate with cross-functional teams
- Iterate, incorporate feedback, rapid prototyping of low fidelity mock-ups
- High fidelity mock-ups, asset production, design specification documentation, QA testing
- Fluent in native iOS/Android platforms and RWD
- Experience with Agile/Scrum
- Mentoring, new hire on-boarding and training sessions

CLIENTS

Abbott Labs, Aggregate Knowledge, Alexion, Biogen Idec, Boston University, Fidelity Investments, Genzyme, Hewlett-Packard, iRobot, Janssen, JP Morgan, Kodak, Liberty Mutual, Microsoft, Millenium/Takeda, Novartis, Panera Bread, Procter & Gamble, Sallie Mae, Serono, Shire, Sports Illustrated, State Street, Thomson Reuters, Tolerx, Vanguard, Weight Watchers.