

# MELISSA CARMICHAEL

## Lead Product Designer | SurveyMonkey, Portland, OR 2015 - present

Currently Lead Product Designer for Audience & Contribute teams, which encompass the survey panel buyer experience and panel respondent native mobile and desktop experiences. Lead initiatives from feature enhancements through to go to market strategy and releases.

Previously Lead Product Designer for Billing and Growth team, responsible for top of funnel pages, monetization, collaboration features, A/B testing, and cross-product growth experiments.

Partner in the product definition process with the Product and Engineering Managers, including strategy, roadmap planning, estimations, and resourcing. Drive the definition and solutioning of user tasks, objectives, flows, and final UX/UI deliverables.

Coordinate and lead user research efforts to inform long term product strategy, uncover user needs and painpoints, and validate design solutions.

Lead large-scale projects, coordinate external and internal cross-functional resources including Brand, Creative, and Marketing.

Create design deliverables such as personas, journeymaps, screen flows, wireframes, prototypes, high fidelity visual designs, production-ready assets.

Identify process improvements within individual product teams and the Product Design department. Manage and hire junior and senior designers, along with oversight, coordination, and resourcing of external agencies and contractors.

## Principal User Experience Designer | Mobiquity, Boston, MA 2011 - 2015

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

Worked closely with cross-functional team members to bring products to market; ensure unified design and builds within both waterfall and agile environments.

Led and mentored a team of geographically diverse designers; defined department standards for process & methodologies, oversaw quality control to establish consistent deliverables, defined and led new employee on-boarding & training sessions, and counseled designers on Performance Improvement Plans.

## Senior Art Director | Cambridge BioMarketing, Boston, MA 2009 - 2011

Led a diverse team of creative professionals in the execution of mobile and websites for corporate and consumer clients, including tradeshow kiosks and interactive screens.

## Art Director | RDVO, Boston, MA 2007 - 2009

Managed and provided a range of design services from branding, data visualization, dynamic ad campaigns, and Responsive Web Design solutions for clients.

## Senior Interactive Designer | Cramer Prod., Boston, MA 2004 - 2007

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

## Interactive Designer | Animation Technologies, Boston, MA 2004 - 2004

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

## Lead Designer | Acadient eLearning, Boston, MA 2001 - 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, Boston, MA 2000 - 2001

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

## CONTACT

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## SOFTWARE & SKILLSET

Adobe Creative Suite, Sketch, OmniGraffle, Axure, Proto.io, InVision

- Strategic planning, scoping, product roadmaps, resourcing
- User research including stakeholder and user interviews
- Heuristics & competitive analysis
- Information architecture, site maps, scenarios, wireframes, journeymaps, 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
- Managing, mentoring, new hire on-boarding and training sessions

## EDUCATION

**Bachelor of Fine Arts** | 2001  
School of the Museum of Fine Arts, Boston, MA in affiliation with Tufts University, Medford, MA