

# Melissa Carmichael

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

Lead and manage four core Growth and Billing/Payments product design teams. Hands-on design work for A/B tests and product feature development across geographically distributed teams (US & Ireland). Growth efforts include Monetization strategy across the Core product, as well as Acquisition, Conversion, Engagement, and Retention metrics.

Facilitate, mentor, and guide cross-functional product teams, providing user-centered design processes & advocacy to enhance the quality of the design work. Lead and conduct user research to identify customer needs, surface opportunities for improvement, and to inform strategic decisions.

Partner with product and engineering leadership on product visioning initiatives, strategic planning, and quarterly/yearly road maps.

Build relationships with cross-functional team members and effectively speak to process, design goals, and vision as a strong representative of the design team.

Promote an inclusive design process through workshops with the whole product team and stakeholders, create a strong feedback culture by both giving and receiving constructive and actionable feedback.

Advocate for design department culture and process improvements, hold training sessions during design summits.

Previously, Lead Product Designer on Audience & Contribute teams (B2B/B2C desktop and native apps for Market Research buyers and survey respondents).

## Principal User Experience Designer | Mobiquity, Boston, MA 2011 - 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, Boston, MA 2009 - 2011

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

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

Provided client design services including UI, data visualization, and software solutions.

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

Designed strategic brand and marketing campaigns for international organizations.

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

Designed and built interactive interfaces for 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 course ware product and company corporate marketing campaigns.

## Visual Designer | ZEFER, Boston, MA 2000 - 2001

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

## Contact

**Based in Portland, OR**

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**Portfolio:** www.mcarmichael.com

## Software & Skill Set

Sketch, Figma, Creative Suite, Abstract, InVision

- Strategic planning, product road map development, scoping, resource planning, and hiring
- User research including stakeholder and user interviews
- Heuristics & competitive analysis
- Information architecture, site maps, user scenarios, personas, wireframes, customer journey maps, empathy maps
- 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
- Manage, mentor, new employee 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