Melissa Woods

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SUMMARY

Good decisions are built on good data. With my experience in both qualitative and quantitative research, I develop the deep insight and user empathy behind high-quality output that truly meets user needs – through products, services and more.

EDUCATION

MS, Human Factors in Information Design

Bentley University
May 2025

MBA, Marketing

Boston University
2016

BA, Studio Art

Wellesley College
2008

SKILLS

User Experience

Figma, Miro, Sketch, Lucid, ProtoPie, Voiceflow

Content

WordPress, SharePoint, Wix, Squarespace, Shopify, Meta Creative Suite, X, TikTok, Pinterest, LinkedIn, Adobe CS, Canva

Project Management

Monday.com, Trello, Basecamp, Loop, Jira, Confluence, MS Office, Google Suite

EXPERIENCE

UX Product Researcher

Nextech Systems · June 2024 - present

- Delivering research insights for a team of five product designers, on projects ranging from billing and payments to electronic health records management, scheduling and appointment management and more
- Methodologies include expansive and exploratory research initiatives, as well as task-based usability testing with customers and subject matter experts
- Evangelizing research findings to design team, product managers, developers and executive leadership
- Identified design gaps that increased user rating of product experience from 3 to 9 out of 10

Founder, Lifecycle Communications

Trued Apparel · July 2019 - present

- Creating and managing customer journey from top-of-funnel to post-purchase touchpoints
- Generating all marketing copy and content, including web, email, social and advertising placements
- 50 womenswear apparel products developed and delivered, over 2,000 units sold
- Managing 3 wholesale accounts, over 20 influencer partnerships and 3,500 social media followers

Communications Manager, Corporate Communications

Houghton Mifflin Harcourt · August 2021 - September 2022

- Designed, published and maintained intranet content on companywide inclusive design initiatives
- Developed event schedule, speaking engagements and internal communications for annual DEI Summit with Senior Director of DEI and Director of CSR, attended by over 1,200 employees
- Conducted user feedback sessions before, during and after DEI Summit to optimize future content

Content Manager

Peabody Essex Museum · July 2016 - July 2021

- Spearheaded multi-platform communications and content strategy across museum's digital platforms
- Harnessed combined analytics from website, email and social media to optimize user experience
- Crafted social listening campaigns across 100K followers to gather demographic and content data points to inform overarching strategy
- Partnered with CX to address and resolve user pain points on digital platforms

EXPERIENCE - CONTRACT

Research Associate (Federal Contract)

Bentley University User Experience Center · August 2024 - October 2024

- Created moderation guides and moderated user testing of NAEP assessments (National Assessment of Educational Progress, Grades 4, 8, 12) on behalf of ETS and the Department of Education
- Executed 130 user interviews and analyses with a team of 5 moderators and 5 analysts; recommendations from this testing will be incorporated into NAEP assessments delivered nationwide

VR and XR Research Assistant

Bentley University Virtual Reality Communications Lab · January 2024 - May 2024

- Conducted doctor-patient communication design experiments using VR environments in Talespin
- Collected and analyzed over 200 participants' self-reported sentiment data, paired with biometric responses, to measure user reactions to modulated verbal and non-verbal cues in conversation design
- Condensed data into deliverable for handoff to analysis team in next phase of research

UX Writer

Broad Institute of MIT and Harvard · July 2023 - October 2023

- Led content development for front-facing mobile-optimizef website of SaaS research product
- Created content hierarchy and provided content recommendations to Product Manager and UX Designer
- As first-ever UX Writer at the Broad Institute, set standards for process and best practices