

Melissa Woods

UX | Content | Communications

📞 781-591-9912

📍 Boston, MA

✉ melissajywoods@gmail.com

🌐 www.melissajywoods.com

SUMMARY

Bridging MBA acumen with eight years of experience increasingly focused on UX — both research and design. I excel in content and communications work, stewarding business success through content strategy, brand alignment, user testing and competitive analysis.

EDUCATION

MS, Human Factors in Information Design

Bentley University
May 2025 (expected)

MBA, Marketing

Boston University
2016

BA, Studio Art

Wellesley College
2008

SKILLS

User Experience

Figma, Figjam, Miro, Sketch, Lucid, ProtoPie, Voiceflow, Confluence

Content

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

Project Management

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

EXPERIENCE

Product Research Lead

Nextech Systems · June 2024 - present

- Competitive market research, content strategy and usability testing of electronic health records management software with customers and subject matter experts
- Developing interview scripts and collaborating with Product Designers and Product Managers in testing
- Delivering competitive research findings to design and product teams, including executive leadership
- Identified design gaps that increased user rating of product experience from 3 to 9 out of 10

Founder, Content Strategist

Trued Apparel · July 2019 - present

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

Research Associate - Federal Contract

Bentley University User Experience Center · August 2024 - October 2024

- Wrote moderation guides and moderated testing sessions 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 - Contract

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

- Conducted doctor to patient communication design experiments using VR environments in Talespin
- Collection and analysis of over 200 participants' sentiment data paired with biometric tracking to measure emotional response to modulated verbal and non-verbal cues in conversation design
- Condensed data into deliverable for handoff to analysis team in next phase of research

Lead UX Writer - Contract

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

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

Communications Manager

Houghton Mifflin Harcourt · August 2021 - September 2022

- Designed and published ecosystem of intranet content on inclusive design initiatives at HMH
- 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

- Managed user journey in crafting content strategy, and screen-to-screen user flow to optimize the museum's digital platforms, including website, email and social media content experiences
- Analyzed qualitative and quantitative user feedback and data points from website, blog and social media to make communications and content recommendations
- Crafted user personas in partnership with external agency to restructure and optimize web experience
- Directly managed PEM's social media channels, with combined audience of over 100K followers