

Melissa Woods

UX/ UI Designer

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I develop engaging product content for distinct user groups through detailed observation of their behavior and a keen eye for strong visual design. My combined visual arts and MBA skillset enables me to create products driven equally by user empathy and concrete business strategy.

SKILLS

UX/UI Skills: UX Research, Heuristic Evaluations, User Interviews, Affinity Mapping, User Personas, Problem and Solution Statements, Information Architecture, User Flows, Wireframing, Prototyping, Usability Testing, UI Design

Tools: Figma, Invision, Sketch, Adobe Creative Suite CS 6, Avid Pro Tools 11, Final Cut Pro X, MS Office, Google Suite; Google Analytics, Hubspot, WordPress, Squarespace, Wix; Mailchimp, Klaviyo

EXPERIENCE

SUPPERCLUB - UX DESIGNER, CONTRACT, 1/2023

- Increased product SUS score by over 100% through redesign of VC-funded app for booking appointment times with industry experts
- Led Market Research, UX Research, UX Writing, and pitch deck delivery in three week sprint
- Refined UX and UI for user profiles, homepage, explore page and booking flows
- Conceptualized and developed UI and wireframes for brand new messaging features

USER EXPERIENCE DESIGN IMMERSIVE - GENERAL ASSEMBLY, 10/2022 - 1/2023

- Logged over 500 hours of intensive experience in Figma, Figjam and other design tools
- Delivered 6 UX/UI deliverables with average concept through execution timeline of 1.5 weeks
- Consistent improvement in product iterations through application of UX methodologies from user interviews to usability testing

FOUNDER, TRUED APPAREL, 7/2019 - current

- Founded ethical and sustainable fashion business [Trued Apparel](#) from strategic ideation, competitive landscape and costing analysis, to implementation
- 50 products delivered to market within three years
- Lead all sourcing, product design, marketing and sales
- Create and manage complete customer journey from user flows to web management and post-purchase points of contact
- Contract with production team across New England to fulfill local and international wholesale

MANAGER, COMMUNICATIONS - HOUGHTON MIFFLIN HARCOURT, 8/2021 - 9/2022

- Spearheaded Houghton Mifflin Harcourt's (HMH) culture and employee brand both internally and externally through full suite of communications channels
- Collaborated daily on cross-departmental projects with including with Executive Leadership Team, CSR and DEI

- Led the Employee Resource Group (ERG) community in amplifying stories on HMH's Talent and Culture, and engaging audiences through meaningful, creative and strategic communications
- Partnered with HMH's CSR team on developing and executing strategic communications with focus on annual HMH Volunteer Week, consisting of nearly 100 virtual and in-person projects benefiting over 6,000 students in 2021
- Developed event schedule, speaking engagements and internal communications for annual DEI Summit with Senior Director of DEI and Director of CSR, attended by 1,200 employees

MANAGER, CONTENT, PEABODY ESSEX MUSEUM, 1/2020 - 7/2021

SPECIALIST, COMMUNICATIONS, PEABODY ESSEX MUSEUM, 7/2016 - 1/2020

- Managed an effective content strategy, and screen-to-screen user flow to optimize the museum's digital platforms, including website, email and social media content
- Directly managed PEM's social media channels, with combined audience of over 100K followers
- Collaborated with external agencies in support of paid social media campaigns and SEO optimization
- Analyzed website, blog and social media metrics to make marcomms recommendations
- Managed cross-departmental projects with Curatorial, Development and Marketing

PROJECTS

UX/UI Lead, Out and About, 2022

- Created web-based LGBTQIA+ events networking platform from concept through high-fidelity clickable prototype within two week time frame
- Spearheaded user interviews, affinity mapping, and qualitative and quantitative takeaways
- Developed UI, palette and brand-cohesive aesthetic in Figma

EDUCATION

GENERAL ASSEMBLY, USER EXPERIENCE DESIGN IMMERSIVE, 10/2022 - 1/2023

GENERAL ASSEMBLY, USER EXPERIENCE CIRCUIT, 7/2018 - 9/2018

QUESTROM SCHOOL OF BUSINESS, BOSTON UNIVERSITY, MBA, 5/2016

SCHOOL OF THE MUSEUM OF FINE ARTS, POST-BACCALAUREATE CERTIFICATE IN STUDIO ART, 5/2010

WELLESLEY COLLEGE, BA, STUDIO ART, 5/2008