

Melissa Woods

UX DESIGNER | CONTENT DESIGNER

Boston, MA

melissajywoods@gmail.com

www.melissajywoods.com

*A UX and content professional specializing in combining business goals with user goals.
Passionate about building inclusive experiences and environments rooted in user empathy.*

- UX Design
- UX Writing
- UX Research
- Content Strategy
- Digital Marketing
- Brand Alignment
- Project Management
- Stakeholder Management
- Analytics Reporting

PROFESSIONAL EXPERIENCE

*Seeking a role that brings UX, content and communications work together
to build pleasing experiences that resonate and convert.*

Bentley University Virtual Reality Communications Lab – Waltham, MA

1/2024 – Current

VR and XR Research Assistant

- Conducts doctor – patient communication design experiments using 360 degree virtual reality environments in Talespin software
- Collection and analysis of participant sentiment data paired with biometric tracking to measure emotional response to verbal and non-verbal cues in conversation design

Trued Apparel – Norwood, MA

7/2019 – Current

Founder, Content Designer

- Creates and manages complete customer journey from top-of-funnel e-commerce material to post-purchase points of contact
- Generates all marketing copy and content, including web, email, social and ad placements
- Over 50 products delivered to market in 3 years

Broad Institute of MIT and Harvard – Cambridge, MA

7/2023 – 10/2023

Lead UX Writer, contract

- Spearheaded content development for front-facing website of SaaS research product
- Directed content hierarchy and provided recommendations to PM and UX Designer
- As first-ever UX Writer at the Broad Institute, set standards for process and best practices
- Optimized layout for web and mobile experience

Houghton Mifflin Harcourt – Boston, MA

8/2021 – 9/2022

Content Manager, Corporate Communications

- Collaborated daily on cross-departmental projects with Executive Leadership Team, CSR and DEI
- Created and maintained intranet content dedicated to inclusive design initiatives at HMH
- 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

- 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
- Conducted user feedback sessions before, during and after DEI Summit to optimize future content

Peabody Essex Museum – Salem, MA

7/2016 – 7/2021

Content Manager

- Managed user journey in crafting effective content strategy, and screen-to-screen user flow to optimize the museum's digital platforms, including website, email and social media content
- 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
- Collaborated with external agencies in support of paid social media campaigns and SEO optimization
- Managed cross-departmental projects with Curatorial, Development, Marketing and Executive Office

EDUCATION

BENTLEY UNIVERSITY GRADUATE SCHOOL OF BUSINESS, current – Waltham, MA

Master of Science in Human Factors in Information Design (currently pursuing)

GENERAL ASSEMBLY, 2023 – Boston, MA

User Experience Design Immersive

User Experience Design Circuit

BOSTON UNIVERSITY, 2016 – Boston, MA

Master of Business Administration (Dean's Achievement Scholarship)

Major in Marketing

WELLESLEY COLLEGE, 2008 – Wellesley, MA

Bachelor of Arts

LANGUAGE SKILLS

English (Fluent), Mandarin (Intermediate); Spanish (Intermediate); Italian (Conversational)

TECHNICAL SKILLS

UX: Figma, InVision, Sketch, Lucid

CMS: WordPress, SharePoint, Wix, Squarespace, Shopify, Confluence

CRM: Hubspot, Salesforce; Mailchimp, Klaviyo, SurveyMonkey

Social Media: Meta Creative Suite, X, Pinterest, LinkedIn

Project Management: Basecamp, Monday.com, Trello, Jira, Miro

Graphic Design/Video Editing: Adobe Creative Suite, Avid Pro Tools, Final Cut Pro

Administrative: MS Office; Google Suite