

# 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

- Supporting a team of five Product Designers on a wide variety of research initiatives, and usability testing of electronic health records management software with customers and subject matter experts
- 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, 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

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
- Directly managed PEM's social media channels, with combined audience of over 100K followers

## EXPERIENCE - CONTRACT

### 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

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

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