

 **MELISSA SERDY-VELEZ****UX Designer**

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206.228.2485

SUMMARY

Passionate about people-focused, accessible design

Engaging presenter

Experienced creative project manager

Independent self-starter

Mentor and team leader

Superb verbal and written communication skills

Lover of efficiency

Kind, good-humored and optimistic

SKILLS

Experience & Service Design

Visual Design

Typography, layout

Prototyping

Information Architecture

Content strategy

Quantitative & qualitative user research

Usability studies

Branding

Art direction

Project management

Agile development

TOOLS

Sketch, Axure, Illustrator, Photoshop, InVision, Microsoft Office

EXPERIENCE**USER EXPERIENCE DESIGNER**

JANUARY 2017-PRESENT

Premera Blue Cross

UX and visual design for a major brand refresh and product re-visioning. Conducted competitive analysis, user research, and usability testing. Produced sketches, wireframes, and high-fidelity prototypes of new features and designs. Presented to stakeholders. Collaborated with product managers as well as front and back-end developers in an agile work environment. Developed processes and guidelines for the larger design team. Addressed information architecture issues. Fixed accessibility errors. Key contributor in the development of a new design system.

USER EXPERIENCE DESIGNER

JULY 2016

Capital One

Designed the mobile app experience for Capital One Investing's Managed Portfolio product in a 3-week design sprint. Lead designer of the "Contact Your Advisor" section. Research lead.

MANAGING PHOTO EDITOR

2003 - 2016

Microsoft, MSN US and Bing

Art director and creative project manager for US photo acquisitions, leading a team of up to 40 photo editors sourcing over 100,000 images annually for one of the web's largest online media outlets. Used qualitative research to increase user engagement. Built tools and processes to scale work on a global team. Co-managed a multi-million-dollar budget. Collaborated with editorial and licensing teams on strategic content partnerships resulting in a 40% decrease in licensing costs for the Travel and Weather apps.

EDUCATION & PROFESSIONAL DEVELOPMENT

UX Design Immersive, General Assembly

Bachelor of Arts, English

Completed Graphic Design coursework, Humboldt State, CA

Coursework in Graphic Design, School of Visual Concepts

Storytelling through Visual Editing, Kalish workshop