

MELISSA AMY MA

UX/UI DESIGNER

CONTACT

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- www.melissa.ma

SKILLS

- User Surveys
- Stakeholder Interviews
- Competitor Analysis
- Co-Creation Workshops
- User Flows
- Journey Maps
- Personas + Storyboards
- Wireframes + Prototypes
- User Testing
- Design Thinking
- Team Building

TOOLS

- Sketch
- Adobe Creative Suite
- Invision
- Principle
- Keynote
- HTML/CSS
- Blender

LANGUAGES

- English (Native)
- Mandarin Chinese

EXPERIENCE

EXPERIENCE DESIGNER - NOISY CRICKET x HYPER ISLAND

Feb. - Mar. 2018 / Manchester, United Kingdom

- Qualitative and Quantitative Research
- Facilitated Co-Creation workshop with stakeholders to draw insights and build solutions
- Professional interviews; synthesized findings and insights.
- Developed Storyboards, Journey Maps, and User Flows to better understand user experience and identify pain points

UX RESEARCHER - BBC x HYPER ISLAND

Mar. - Apr. 2018 / Manchester, United Kingdom

- Conducted guerrilla research and observational study; conducted Analogous Research
- Screen candidates for user research and conducted in-context interviews
- Articulated research through opportunities spaces for innovation
- Designed Lo-Fidelity prototype
- Pitched brief to BBC R+D team

PRODUCT DESIGNER - TELEPORT SHOES

Jan. 2016 - Dec. 2018 / Los Angeles, California

- Analysis of market research, user tests and research data for overall design strategy.
- Refined customer experience through user journey maps, testing, and UX/UI for website and mobile
- Creative direction and development brand identity
- Project management of footwear design process with teams and overseas stakeholders.
- Designed women's footwear from prototyping, sampling, iteration, through to product shipment.

DESIGN LEAD - ZOOSHOO

Oct. 2014 - Jan. 2018 / Chino, California

- Conducted research through Google Analytics, A/B testing, and usability tests
- Developed user flows, prototypes, and wireframes to redesign and alleviate customer pain points.
- Collaborated with developers, marketing team, and customers to define needs and design strategy.
- Graphic design and creative direction for web, email, social media, and print campaigns.

EDUCATION

M.A., DIGITAL EXPERIENCE DESIGN

HYPER ISLAND

Jan. 2018 - Jun. 2018 / Manchester, UK

B.A., CRIMINOLOGY; PSYCHOLOGY & HUMAN BEHAVIOR

UNIVERSITY OF CALIFORNIA IRVINE

2008 - 2012 / Irvine, USA