

Hello, I'm Melissa.

Melissa Biever

Senior UX + Visual Design

Brooklyn, NY

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Skills

I'm a Brooklyn-based digital designer who, for ~16 years, has predominately focused on UI or visual design (applying visual systems) and UX work flow (documentation, site mapping, flow, wire framing, prototyping, some usability testing) and usability analysis in new and legacy or enterprise (software) product development. I'm accustomed to workflow in iterative agile processes within cross-platform teams.

Experience

July 2015 - February 2016

Thomson Reuters, NYC – *Senior UX Designer (contract)*

- **Products:** legacy software for tax and accounting and its user administration site.
- **Features Designed and Tested:** user setup of editorial and government content aggregation; cascading UX and UI patterns into redesign of user administration; design and test features that duplicate actions to facilitate account setups; design new search experience for legacy software.
- **Responsibilities + Deliverables:** generate hypotheses on features' usability, analysis of usability testing, develop personas, write user testing scripts and plans, validate hypotheses and customer feedback via observational usability testing and synthesize feedback in documentation; augment active prototype, design and annotate static wireframes, perform competitive audits and qualitative research, deliver documentation such as feature mapping and user flows.
- **Other:** advised on and documented process and workflow definition.

August 2014 - July 2015

Startups, NYC – *Senior UX Designer (freelance)*

- **Products, Features, + Responsibilities:** UX provided for customer user administration portal featuring parental control setup, assignment, and maintenance from NVP / router controls. Prototyping from wireframes and front-end patterning and providing front-end style guide were the deliverables. Provide lean UX direction for updating editorial features for educational news & reading comprehension site for students k-12. Case studies were derived from teachers and administrators to improve accessibility of key tools to enhance teaching in curriculum.

November 2013 - August 2014

McKinsey, NYC – *UX and Visual Designer*

- **Products:** mobile eLearning app (iPhone) and eLearning web app template for vertical generation of courses for internal users.
- **Features Designed + Tested:** learnability based on level of interactivity in both and whether the framework for a course template was scalable to allow for eventual complexity in users' tasks.
- **Deliverables:** annotated wireframes and Photoshop comps for developers to reference; documentation from patterns and assets boards to annotated user flows, and style guides.

June 2012 - March 2014

Startups, NYC – *Senior UX Designer (freelance)*

- **Clients & Products, + Responsibilities:** Collaborating in redesign or innovation of digital products. E.g: a homepage redesign via UX to encourage immediate purchase and enrollment for Kaplan test prep (2014). UX / visual design for new mobile and web- based apps (multiple product applications) for a psychological assessment algorithm for Ethos (2013), a time management program for CDM Group (2013), and new product exploration for In Demand (2012 - 2013) – all UX and visual design related. Visual design for new branding includes iconography, visual color systems, typography.
- **Deliverables:** Wireframes, prototypes, personas, sketches, user flows, user research findings, content assessment reports.

October 2011 - June 2012

Condé Nast, NYC – *Senior UX Designer + Visual Designer*

- **Products:** main site redesigns, bride image search new product design, video, fashion editorial sections, mobile and social campaigns.
- **Features Designed + Tested:** galleries versus image searches, social modules, evergreen modules, regriidding of content, monetization opportunities, video, related content and scrolling in relation to readability, and visual branding (color systems, typography, etc).
- **Deliverables:** User research, discovery documentation, site audits, wireframes and rapid prototypes were rendered for initial testing, prior to high-fidelity visual design. Brand sites included: Brides.com, Glamour.com, Details.com, W Magazine.

December 2010 - September 2011

WSJ DN, NYC – *Senior UX + Visual Designer*

- **Products:** WSJ Main Site, SmartMoney.com redesign, SmartMoney Retirement Planner Mobile Application, SmartMoney Glossary, WSJ Live TV app, WSJ iPad App, WSJ Safehouse, and WSJ Classroom Edition.

- **Features Designed + Tested:** Designed prototyped modules (standard APIs for cross-brand development integration) transposed across WSJ properties – ie, DoJo Modules – that feature uniform user interaction. Utilized knowledge of CSS / HTML 5, Wordpress and Editorial tools to execute visual design consistent with technology standards for both large and small tasks.
- **Deliverables:** Annotated designs and wireframes, sliced images, visual systems style guides, assets boards, Photoshop comps, AI illustrations.

PLEASE NOTE: My past 5 years of experience have been listed. Previous UX and visual Design experience to that includes...

- Wonder Factory (2007 - 2009, full time), US Magazine, Billboard (FT, 2006- 2007), Fast company and Inc Magazines (FT, 2004-06), KB&P, IATA Montréal, American Ballet Theatre (FT 2002-2004), and a few other clients.

Education

1995 - 1999

University of Georgia , Athens, GA – BA, Journalism

Graduated Cum Laude with a minor in Political Science. Specialized in studying information design and how readers consume information in different media.

2002 -

SVA, NYC, NY – Continuing Education

Digital design, UX, fine arts.

Skills

Photoshop, Adobe creative suite (CC), Microsoft office products, Apple Office Products, Axure, Sketch, Omnigraffle, InVision, prototyping, visual design, UX, Site Mapping, Agile process,