

Melissa Thompson

Motivated design leader with 20+ years of creating user-centered solutions that deliver exceptional value. uxtoolbox.com*

*Contact me for the case study password

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Skills

Leadership
Effective Communication
Stakeholder Alignment
Problem Solving
Product Management
A/B Testing
Design Thinking
Prototyping & Wireframing
User Testing
User Research
Information Architecture
Digital & Content Strategy
Design Systems
UX Copywriting
Web Accessibility

Education

The Art Institute of Seattle
Design/Desktop Production
Graduated with Honors

Certifications

Interaction Design
Foundation (IxDF)
• Conducting Usability Testing
• Emotional Design — How to Make Products People Will Love

A/B Testing and
Personalization
• Optimizing Digital Experiences Adobe
• Web Foundations Optimizely

Employment

PlexTrac (SaaS/Cybersecurity) 2021 - Present

Product Design Manager (Feb 2022 - Present)

Principal Product Designer (Aug 2021 - Feb 2022)

Contract Product Designer (Mar 2021 - July 2021)

Design Leadership:

- Scaled the Product Design team from 1 (myself) to 7 individuals.
- Lead the team through collaboratively outlining a team charter, outlining clear roles, responsibilities, and goals.
- Established UX debt reduction process & dashboard, driving a 36% decrease in 6 months, enhancing usability and satisfaction.
- Led the design of new products, features, and enhancements, collaborating closely with cross-functional teams including engineering, marketing, and sales.
- Guided and mentored contributing design team members, fostering their growth and development.

Research & Strategy:

- Led user research and facilitated internal cross functional collaborative design thinking workshops.
- Transformed user insights into actionable data for informed product strategy, prioritization, and design.
- Cultivated continuous discovery and optimized product delivery for deeper user understanding.
- Spearheaded Ideas Management processes fostering innovation and informing roadmap decisions with data that showed customer value, vision alignment and Average Recurring Revenue impact.

Accessibility & Tools:

- Championed accessibility initiatives, driving progress towards WCAG AA compliance and expanding market reach.

Boise State University College of Innovation & Design 2021 - 2022

Adjunct Professor of UX Design

- Led the development of the UX Design Certificate program in collaboration with the program director and faculty.
- Designed and taught COID 353: UX Design Studio, the capstone course, equipping students with a portfolio-ready case study.

Tools

Design & Prototyping:

Figma, FigJam, Adobe Creative Suite

Research: Dovetail, Hotjar, UserTesting.com, Survey Monkey

Testing & Analytics:

InVision, Optimizely, Pendo, Adobe Analytics

Communication: Slack, Google Suite, MS Office

Product Management:

Aha, Jira, Asana

CRMs: Salesforce, ZenDesk

References

Available upon request

Employment (Continued)

Cauze, Inc. (Financial Giving App)

2020 - 2021

Chief Product Officer

- Led product strategy and design, aligning with CEO's vision and presenting plans to the Board of Directors.
- Utilized data-driven decision making principles to guide product development in a fast-paced startup environment.
- Spearheaded growth, engagement, and marketing strategies, achieving significant results.
- Secured high-profile partnerships with organizations like NBA, Steph Curry Foundation, and Thnks.
- Developed and implemented metric-focused goals for each initiative, fostering continuous improvement through dynamic reporting.

Scentsy (E-commerce, Saas & Direct Sales)

2015 - 2019

Digital Experience Manager (Jan 2017 - Sept 2019)

UX Program Manager (Feb 2016 - Jan 2017)

UX Architect (Mar 2015 - Feb 2016)

- Pioneered data and design-led development process at Scentsy, transforming UX culture within a short timeframe.
- Led and empowered a ten-person UX team, fostering teamwork, growth, and user-centric passion.
- Spearheaded research and usability testing, ensuring solutions met user needs and validated design decisions.
- Implemented A/B testing, driving significant improvements in e-commerce conversion rate (X%) and average order value (Y%).
- Championed and led accessibility efforts, achieving WCAG AA compliance and expanding market reach.
- Integrated collaborative Design Thinking practices across departments, enhancing stakeholder alignment, team ideation, and prioritization.

Prior Roles

[UX Designer](#) | People to People Ambassador Programs | 2014 - 2015

[UX & UI Designer](#) | Coldwater Creek | 2010 - 2013

[Web Development Manager](#) | Loopah | 2009 - 2010

[Web Edits Design Manager](#) | Sesame Communications | 2007 - 2009

[Graphic Designer](#) | Morning Light Press | 2005 - 2007

[Graphic Designer](#) | Homes & Land Magazine | 2003 - 2005