**MELANIE KLEIN**

**Senior User Experience Designer**

**EXPERIENCE**

**UX Designer** 12/2023 – Present (Remote, Freelance)

Creation of private practice medical website integrating with Tebra/Kareo medical practice management SaaS software. Responsibilities including discovery research, user research, SEO strategy, content strategy, UX/UI design, and EHR setup.

**UPS** 8/2022 – 4/2023 (Remote, Contract)

**Experience Lead**

Expanded the scope and functionality of the **UPS Supply Chain Symphony**, B2B Website

* Converted high level product requirements into actionable user solutions while maintaining holistic and design consistency
* Collaborated with Design, Product Team and IT to create innovative solutions to meet business and user needs/issues
* Created process flows and wireframes in Figma outlining and documenting user steps and impact to overall site flow
* Managed and prioritized UX requirements and workload per SAFe Agile methodology
* Proposed UX/IA enhancements based on research of UPS sister sites, location mapping and general best practices, and user testing and feedback

**U.S. Bank** 12/2021 – 4/2022 (Remote, Contract)

**User Experience Architect (XA)**

* Conducted accessibility reviews and created annotated responsive (desktop, tablet, mobile) wireframes for Dotcom Sales B2C personal credit card product pages in Figma
* Created and presented migration mapping solutions of B2C personal checking account pages to new AEM design component system
* Collaborated with business analysts, research, content, accessibility, developers, testers, product owners and compliance specialists to negotiate creative solutions to issues and determine new specifications for proposed components

**IBM** 1/2010 – 6/2022 (Remote, Contract)

**Lead User Experience Architect**

Lead User Experience Architect for the internal Creative Design Services agency. Worked on projects for **Watson Health, IBM Support (internal agent console and Watson search engine), Digital Business Group (internal portfolio reporting and analytics dashboard), Watson Oncology Expert Advisor (OEM), IBM Sales Business Pipeline Tool, SaaS software, Supplier Connection, Industry Academy, Global Business Services e-Commerce funnel, IT Service Shop, and IBM Software Mall.** Supervise eight UXAs and collaborate with other Team Leads on UX services and strategy.

Mentored and guided quality, problem-solving, management, team process, and adhering to IBM design component **CONTACT**

Merrick, NY

www.melanieklein.tv

https://www.linkedin.com/in/melklein

melanie@melanieklein.tv

646.425.6680

**SKILLS**

User Experience (UX), Information Architecture (IA), Information Design (ID), Interaction Design (IxD), Business Analysis and Requirements Gathering, Design Thinking, User-centered Design, Project Management, Localization, Accessibility, Use Cases and Personas, Competitive and Heuristic Analysis, Content Migration, B2B, B2C, Enterprise Systems, SaaS, E-Commerce, EHR, Internal Systems/Apps, Mapping Tools, Taxonomies, Site Maps, Navigation Structures, Process Flows, Wireframes, Agile Scrum and SAFe Agile Methodology, Responsive/Adaptive Design, Mobile/Tablet UX Design, SEO, HTML, CSS, Carbon Design System, Drupal, Salesforce, Dundas, Tableau, Bluemix

**HIGH PRAISE**

IBM Digital Business Group, Digital Offering Funnel, praised in Vice President company-wide presentation

**TOOLS**

Figma, Sketch, InVision, Axure, Visio, Mural, Slack, Jira, Confluence, Trello, Monday, Photoshop, Illustrator, Acrobat, Microsoft Office Suite, MS Project

**EDUCATION**

B.A. (Cum Laude) June 1996

BARUCH COLLEGE, CUNY New York, NY – Major: Psychology

* Mentored and guided UXAs on work quality, problem solving, time management, team process, and adhering to IBM design component systems and standards
* Responsible for sizing and scoping of 100’s of UX projects including timeline, budget, resources, and presenting to management and clients
* Led UX design process working with globally distributed multi-functional teams to capture user needs and business requirements and convert them into UX strategy and intuitive user-centered UX solutions for digital web stores, products and services, applications, native apps, and SaaS using Carbon Design System, Drupal, Dundas, Tableau, Salesforce, and Bluemix
* Conducted design planning sessions, requirements gathering, discovery/competitive research, heuristic evaluations, UX and IA audits and assessments, gap analysis, taxonomy creation, UX writing, and content mapping and migration
* Created deliverables including functional specifications, content matrices, taxonomies, personas, task analysis, process flows, sitemaps, content maps, taxonomies, and annotated wireframes for desktop, tablet, & mobile in Figma, InVision, Sketch, Axure, and Visio

**Volvo** 5/2015 – 8/2015 (Freelance)

**User Experience Designer**

UX Specialist for the Grey Group on the Volvo - **V60 Cross Country What Matters** mobilehybrid adaptive minisite and interactive map experience. Responsible for requirements gathering, competitive and exploratory research, SME interviews, determining technical feasibility of concepts, wireframes, and QA of final product.

**Weight Watchers** 7/2009 – 12/2010 (Contract)

**Information Architect**

Responsible for expanding the mobile calculator app, mobile website, site community section, WW Career International site, WW online magazine, meal plan onboarding and conversion tool, and launching WW China.

* Conducted competitive and user research, website localization difference assessments, information architecture, nomenclature, taxonomy audits and recommendations
* Translated high level business rules and user research into detailed UX strategy, UX writing, functional requirements, wireframes and process flows
* Collaborated with Business Development, Marketing, Technology, Design, and Content

**VaccineShoppe.com** 3/2009 – 5/2009 (Contract)

**Information Architect**

Redesigned the information architecture and functionality for the e-commerce medical vaccine website through Publicis Modem.

* Defined, prioritized, and drove consensus on requirements for module-based e-commerce website including registration, shopping cart, account management, wish lists, and payment funnel
* Created information architecture documents including wireframes, sitemaps, process flows, functi­­onal specifications, and module matrices
* Conducted competitive research, and coordinated with Project Manager, Design, Content Strategy, Technical Director, and Marketing to ensure concept consistency and fruition

**GlobalGrind.com** 11/2007 – 2/2009 (Freelance)

**Information Architect and Quality Assurance**

Designed front-end site architecture for GlobalGrind.com and implemented quality assurance process for site launch. Responsibilities included leading design workshops, collaborating with President, Marketing, Content, Tech, and Sales. Creating wireframes, interaction flow diagrams, and conducting competitive research. QA responsibilities included writing test cases, and bug tracking.