

Melissa Luther

Experience Strategy | UX Research | Human Factors

Experience strategist and researcher with 20+ years of consulting experience evaluating and improving digital products and services, with a master's degree in Human Factors in Information Design. Skilled in project discovery, qualitative research, usability testing, strategic planning, service blueprinting, stakeholder collaboration, and content strategy. Recent nonprofit work and independent research have deepened my focus on patient experience, healthcare service design, and applying human-centered design in mission-driven organizations.

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Chalfont, Pennsylvania | 404.914.7250

EXPERIENCE

Active Contributing Member

2025 – Present

(VIA) Village Improvement Association | Doylestown, Pennsylvania

A nonprofit and founding organization of Doylestown Hospital, committed to supporting community well-being.

- Co-leading an in-progress website redesign effort with the Executive Board Vice President, including member surveys, leadership interviews, current-state analysis, information architecture, and content strategy.
- Serve on the VIA Mental Well-Being Committee, supporting short- and long-term planning focused on community wellness programming, outreach, and partnerships with organizations such as NAMI and Lenape Valley Foundation.
- Led CRM vendor evaluation, selection, and IT planning by assessing organizational needs, end-user workflows, and implementation considerations.

Experience Strategy Consultant

2011 – Present

Experience Personified | Chalfont, Pennsylvania

Designing with purpose for business and people, shaping experiences that are meaningful and human-centered.

- Partner with medium to enterprise-level clients and specialize in designing digital product and service solutions across various industries, from Healthcare, Banking, HR & Recruitment, Education and Telecommunications
- Stepped back from active client engagements for a period to address personal and family responsibilities while remaining professionally engaged through volunteer work and independent research in patient experience and service design in behavioral health.

Senior UX Designer

2021 – 2023

DentalPost | Atlanta, Georgia

DentalPost is the nation's premier job board and resource hub for the dental industry, serving over 900,000 dental professionals and practice employers with data-driven career tools.

- Worked closely with the marketing director and technology team on various redesign projects and designing a new product feature for the nation's largest job board and recruitment platform for dental professionals.
- Led the scope development, user / competitive research, and UX design, focusing on purchase flow, onboarding, task

flow, and module redesign for a “blind recruiting” candidate screening feature for their recruitment platform to help hiring managers reduce bias early in the hiring process and level the playing field for job seekers.

- Performed a competitive audit and interface design for their responsive public-facing website for employers & job seekers to promote their services, attract new users and highlight educational articles and blog postings.
- Conducted research, competitive audit, and exploratory interface design for job seekers to manage their job search, be alerted to new job postings, and stay up-to-date on job-seeking tips and articles.

Senior UX Designer

2018 – 2022

UX 4Sight | Chicago, Illinois

UX 4Sight is an Award-Winning, Chicago-based, Digital UX/UI Design and Research Agency serving Fortune 500 clients.

- Developed custom UX design and research curriculum and training materials to support the Founder/Chief Experience Officer in conducting comprehensive 1–5-day UX Corporate workshops.
- Led research to inform BlueCross of Idaho’s website redesign, including stakeholder interviews, customer feedback analysis, persona development, and competitive analysis.
- Collaborated with Creative Director and visual designer on a research-driven enterprise application redesign for QRM, a global leader in risk management for top-tier international financial institutions.

UX Strategist

2018 – 2018

COX Communications, Homelife Care | Atlanta, Georgia

COX is the nation's third-largest US telecommunications & media company, serving millions with high-speed internet, cable TV, phone, & innovative home automation solutions.

- Collaborated with the Director of Strategy in an intensive 12-week strategic initiative to develop a product design strategy, including new "Connected Independence" solutions, resulting in a four-part presentation series presented to senior staff and, ultimately, the Chief Strategy Officer.
- Provided expertise in UX design, research, and strategy to drive the success of the overall initiative.
- Conducted in-depth research, identifying seven consumer segments, five roadmap themes, five psychographic profiles, 14 personas, and 50+ journey stories to inform the product design strategy.
- Generated 20 product concepts aligned with user needs, contributing to the development of a compelling product design strategy.
- Created two comprehensive five-year roadmaps, guiding the company's product development efforts in the "Connected Independence" space, and shaping future growth.

Senior UX Designer

2011 – 2017

Macquarium | Atlanta, Georgia

Macquarium is a leading CX consultancy helping clients realize growth through experience-driven transformations.

- Led discovery research, scope definition and UX design for OmegaFi's CompassGo mobile app, focusing on finance and communication management for national fraternity and sorority organizations.
 - **Activities:** Stakeholder and customer research, project requirements, statement of work & budget development, heuristic evaluation, task analysis, information architecture, and wireframes

Senior UX Designer & Consultant

2016 – 2017

Insight Global | Atlanta, Georgia

Insight Global is an international staffing and services company specializing in sourcing IT, accounting, finance, healthcare, and engineering professionals and delivering service-based solutions to Fortune 1000 clients.

- Pioneered UX research and design for Insight Global's ERP ecosystem, enhancing user experience for over 20,000 annual contractors through a newly architected web and mobile platform.
- Forged collaborative relationships with engineers and CTO to integrate UX best practices into IG's end-to-end development process, shaping their platform's technology evolution.
- Assisted in the hiring of and acted in a supervisory role in reviewing, recommending, and supporting other UX team members, focusing on visual design and front-end development.
- Spearheaded UX research and design for platform framework and key applications, including CRM, timesheets, and expense systems, ensuring end-to-end user experience consistency and excellence.

EXPERTISE

Specialties

Leading with empathy for collective audiences and business stakeholders, Evangelizing the value of human-centered design, User advocate & business champion, Grasping the big picture & details, Diplomatic and task-adaptable

Skills

Design Thinking, Project Discovery, Project Scope and Requirements Definition, Qualitative Research, UX Design, Usability Evaluation and Testing, Personas, Task Analysis & User Flows, Journey Mapping, Service Design Blueprinting, Content Analysis and Strategy, Competitive Analysis, Information Architecture, Persona Development, Strategic Planning, Inclusive Design, Accessibility (WCAG / Section 508), Cross-Functional Collaboration, Stakeholder Management

Tools

FIGMA, Miro, Adobe Creative Suite, Invision, JIRA / Confluence, UserTesting, Optimal Workshop, Zoom
AI-Assisted Research and Analysis: ChatGPT, Claude and Gemini

EDUCATION

Bentley University • Waltham, Massachusetts

(MS.) Master of Science, Human Factors in Information Design

Georgia State University • Atlanta, Georgia

Graduate coursework toward (MS.) Instructional Design & Technology

Savannah College of Art & Design • Savannah, Georgia

(BFA.) Bachelor of Fine Arts, Interactive Design

Tyler School of Art Temple University • Philadelphia, Pennsylvania and Rome, Italy

Undergraduate studies toward (BFA.) Graphic Design (Completed 2.5 years before transferring to SCAD)