

# Melissa Luther

## Product Designer & UX Researcher

I'm a Product Designer and UX Researcher with a Master's Degree in Human Factors in Information Design with 20+ years of agency and client-side experience. Skilled in B2B/B2C project discovery, user research, usability testing, strategic planning, and design execution. I'm transitioning from running my own freelance consultancy to being a collaborative team player. I'm excited to make the shift.

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Buford, GA. | 404.914.7250

## EXPERIENCE

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### UX Consultancy (Self-Employed)

2011 – Present

Experience Personified | Buford, GA

*Designing with purpose for business and people, shaping experiences that resonate and transform.*

- As a UX / Product Design and Research leader with over 15 years of experience, I consult with medium to enterprise-level clients and specialize in crafting solutions across various industries, from Banking, Retail, HR & Recruitment, and Education to Energy and Healthcare.

### Senior UX Designer

2021 – 2022

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 – 2020

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.

## Senior UX Designer

2018 – 2019

RecHub | Atlanta, Georgia

*RecHub, a startup offering a social resume tool that simplifies the university recommendation letter process.*

- Collaborated with founders, developers, and visual designer to develop the requirements, content architecture and UX design for the MVP responsive site and app for streamlining the sorority recruitment experience.

## 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

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### Specialties

Stakeholder management, Evangelizing the value of UX, User advocate & business champion, Grasping the big picture & details, Diplomatic and task-adaptable, Conveying research & design intent, Speaking "Developer", Diffusing incendiary situations, Client whispering

### Skills

Design Thinking, Project Discovery Workshops, Scope & Requirements Definition, Product Design Strategy, Interviews, Field Studies, Surveys, Contextual-Usability Research, Testing, Personas & Scenarios, Section 508 / WCAG Accessibility Guidelines, Competitive Analysis, Heuristic Evaluation, Task Analysis & User Flows, Content Audit & Gap Analysis, Journey Maps, Affinity Diagrams, Information Architecture, Tech Writing, Wireframes, UX Design, Interaction Design, Prototypes, Design Systems, Working knowledge of HTML & CSS, Javascript, SCRUM /Agile Methodologies

### Tools

FIGMA, Miro, Adobe Creative Suite, Invision, JIRA / Confluence, Ustesting, Optimal Workshop, Zoom

## EDUCATION

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### **Bentley University • Waltham, Massachusetts**

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

### **Georgia State University • Atlanta, Georgia**

*Pursuit of* (MS.) Master of Science, Instructional Design & Technology (In progress, completed 4 of 10 courses)

### **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**

*Pursuit of* (BFA.) Bachelor of Fine Arts, Graphic Design (Transferred junior year to SCAD to complete degree)