Melisa Dohnert

Product Design, UX/UI Design, & Visual Design

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About

I'm a passionate UX/UI Designer with over 12 years of experience crafting user-friendly and visually appealing experiences that align with business objectives. I thrive in collaborative environments, working alongside cross-functional teams to deliver successful design solutions across web, mobile apps, and print. My expertise spans the entire UX/UI design process, from wireframing and prototyping to polished high-fidelity mockups, ensuring a seamless blend of usability and visual appeal.

Experience

Freelance Product/Visual Designer | 2021 — Currently

- **Visual Design** - Designed assets and maintained digital assets for various clients in the education industry; created posts for social media campaigns to drive users to client's ecommerce site

- **UX/UI Design** - Revamped navigation menus, UI and digital assets for clients' website

UX/UI Designer | Lupl | 2022 — 2023

- **UX Design** – implemented and drove end to end UX process, produced low to high fidelity designs for new features to core and Singapore version of web and mobile app, created prototypes for A/B user testing, extended design systems for core app

- **Cross-functional collaboration** - engaged in cross-team collaboration with research, product management, and engineering to develop user-centric solutions; presented design decisions to product and engineering teams, seeking and incorporating feedback; collaborated with UX researcher on creating prototypes for A/B user testing and script for user interviews

- **Product Development** - worked closely as the main designer for one version of the app with a group of 12 engineers during implementation and quality assurance phases, providing support until product launch; contributed to working sessions with a diverse team to develop a roadmap for solving customer problems.

UX Designer | T-Mobile | 2021 — 2022

- **Product Design** - updated designs for new Metro by T-Mobile's ecommerce website on desktop and mobile; designed updated UI features on site; created new functionality for customers to bring their old phone numbers to Metro; presented design decisions to Accessibility, Design Systems, Development, and Stakeholder teams for feedback and validation

- **Cross-functional collaboration** - collaborated with a team of 16 UX designers, researchers, product managers, and copywriters; engaged in daily stand-ups, Miro and FigJam sessions for quarterly milestones, and review meetings on research and user data; participated in weekly constructive feedback sessions with fellow designers; partnered with UX researchers to validate new design solutions and updates; supported development until design shipment

Digital Product Designer | Scholastic | 2019 — 2021

- **Product Design** - translate UX flows, creating different user scenarios and updating key new UI features while maintaining the current design system for the Scholastic Book Clubs site and enabling enhanced usability for teachers of all skill levels; created responsive design from concept to deployment including user flows, wireframes, and UI design; spearheaded, as lead designer, a microsite that encouraged teacher-parent collaboration for book ordering process, overcoming language and socioeconomic barriers with communication letters in 17 different languages, with downloads for foreign languages increase by 18%.

- **Cross-functional collaboration** - participated in brainstorms and presentations to team and stakeholders; review and present user feedback with stakeholders to make changes for the product; present designs to engineering for development and monitor QA closely with development team.

- **Marketing** - designed monthly marketing materials such as visual assets for various social media posts, blogs, banner ads and emails

- **Business Development** - collaborated with stakeholders to go over new business initiatives to bring up revenue

Senior Digital Designer | SessionM | 2015 — 2019

- **User Engagement and Experience (UX/UI)** - increase engagement for millions of users with interactive surveys, mobile games, mobile ads, and emails; led in creation and execution on mobile games for Cricket Wireless Rewards program with over 10k individual users and over 1M hours of gameplay.

- **Project Management and Client Service** - drove design projects alongside enterprise clients, including Cricket Wireless, Disney, AT&T, Huggies, and Samsung; customized UI presentation mockups for client meetings with Fortune 500 companies (L'Oreal, Sketchers, Chipotle, Macy's, and CVS) to demonstrate value in UI integration for SaaS software to meet company needs, which led to contractual relationships with new customers.

- **Mobile App Development** - mobilized cross-functionally across company verticals in a fast-paced setting to build intricate mobile applications and loyalty programs that generate increased business engagement for clients.

Jr. Art Director/UX Designer | Boombox, Inc | 2012 — 2015

- **Art Direction** - created a wide variety of digital and print advertising from concept to completion, including websites, banner ads, direct mail pieces and email campaigns, for U.S. and international brands such as American Express and Costco.

- **UX Design** - acted as lead UX designer to develop user flows and create wireframes based on client research and feedback.

- **Collaboration** - engaged collaboratively across disciplines to brainstorm and implement creative solutions for large clients and marketplace production.

Skills

UX Design / UI Design / Product Design / Visual Design / Rapid Prototyping / Digital Design / Art Direction / Graphic Design / Interactive Design / Rapid Prototyping / Cross-Functional Collaboration / eCommerce / SaaS / Advertising / AI /

Tools

Figma, Adobe CS (XD, Photoshop, Illustrator, InDesign), Sketch, Invision, Zeplin, FigJam, Miro, Whimsical, After Effects, Dreamweaver, HTML, CSS, Microsoft Office Suite, Jira, Basecamp, Trello, Slack, Asana, Framer, Webflow, Wix

Education

James Madison University, Harrisonburg, VA
Bachelor of Fine Arts, Graphic Design

General Assembly, New York, NY
UX Design

Certification

AI Essentials
Google Certificate