Melisa Dohnert

Product Design, UX/UI Design, & Visual Design

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Summary

I'm a passionate product 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 and mobile apps. My expertise spans the entire product design process, from strategy to wireframing and prototyping to polished high-fidelity mockups, ensuring a seamless blend of functionality and creative vision.

Experience

Visual Product Designer, Contractor | Navy Federal Credit Union | 2024 – 2025

- **Visual Design** - Designed new features for complex utility flows while maintaining the design system; working on multiple projects at a time, both from the ground up and optimizing existing functionality

- **Cross-functional collaboration** - Involved in daily standups and sprint planning alongside engineering, product and UX; presenting design work to product, UX designer and UX Copy to create a cohesive vision for new features for version 7 of NFCU site; coordinated requirements with stakeholders across several different teams

- **Agile Method** - Designing within in 2 week sprints to launch new solutions, presenting designs to engineering in backlog refinements, involved from sprint planning to design and QA to launch

- Created new Save/Resume feature for personal and auto loans, resulting in an 83% take-up rate.

- Worked collaboratively across several teams for a solution on a parking lot fraud that was using NFCU accounts, providing a quick UX solution leading to a real world action, bringing loan claims from 5 claims per day to zero claims per day, and stopping the fraudulent claims totaling over 40K in losses for NFCU.

UX/UI Designer | Lupl | 2022 – 2023

- **UX Design** - Spearheaded multiple projects as the main designer for over 10,000 users using the Singaporean version of the desktop and mobile app; designed end-to-end new features as well as optimized existing features; engaged in strategic meetings with our team leads and SCRUM master on new features

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

- **Product Development** - worked closely as the main designer 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

Visual/Product Designer, Contractor | T-Mobile | 2021 – 2022

- **Visual/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

- **Advocate for New Processes** - Proactively drove of efforts of changing designs from XD to Figma, creating 15% faster work flow; drove initiatives in creating new process involving stakeholders and engineering earlier in the brainstorming creating a faster and more satifying experience for our teams, which was implemented across Metro Agile process

- **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 feedback sessions with designers

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; 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, increasing traffice to main site

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

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, Enterprise, SaaS, Advertising, Adtech, Ad Platforms, Marketing, AI

Tools

Figma, Adobe Suite (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, Confluence, CSS, Javascript, Keynote, Azure DevOps, After Effects

Education

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

*General Assembly,
New York, NY*
UX Design

Certification

AI Essentials
Google Certificate

Senior Digital Designer | SessionM | 2015 − 2019

- **UX/UI and Visual Design** - 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 10,000 individual users and over 1M hours of gameplay

- **Project Management and Enterprise Client Service** - led 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 (Chipotle, Macy's, CVS, etc.) to demonstrate value in integration for SessionM's rewards and ad platform to meet company needs, which led to new client conversion by 27%

- **Mobile App Development** - worked 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 and Visual Design** - 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 for a online portal for American Express Business Travel, presenting to client leadership at each stage

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

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