

Chris Melski

USER EXPERIENCE / PRODUCT DESIGNER

I have led interface design on multiple large web projects, where I drive cross-team innovation and advocate for a standards-based, user-centered design approach. I am highly effective at finding approachable ideas and solutions for complicated problems. Able to work at a broad level, recognize patterns and situations that could be problematic and drive towards achievable solutions.

- Competitive Analysis
- Heuristic Evaluation
- Usability Testing
- Remote Usability Testing
- Focus Groups
- User Observations
- Design Collaboration
- Creative Brainstorming
- Design Thinking Facilitation
- Content Analysis
- Wireframes
- User Flow Diagrams
- Use Cases
- Site Maps
- Data Analysis
- Navigation Design
- Interface Design
- Interaction Design
- Mobile Design
- Responsive Design
- Data Visualization
- HTML/CSS
- Prototyping

CONTACT

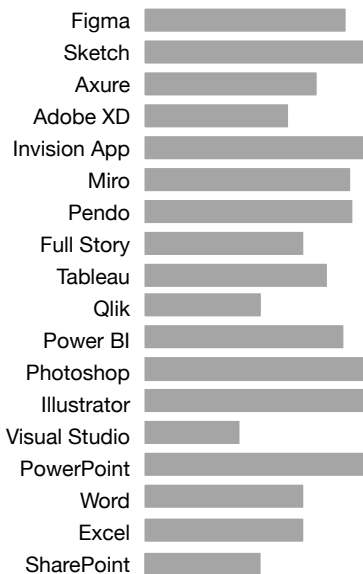
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SOFTWARE / TOOLS



EDUCATION

Bachelor Of Arts: Graphic Design
Saginaw Valley State University
University Center, MI
May 2000

ADDITIONAL TRAINING

- Pendo Product-Led Analytics
- Qlik Dashboard Design
- Agile Scrum Training
- Caliper Leadership Training
- Tableau Basics
- User Interface Analysis
- Building Effective Leadership Skills
- Lean Six Sigma Blackbelt Certified
- Leading Change
- Facilitation Training

Lead UX Designer

Crisis Prevention Institute • Milwaukee, WI • May 2021 – Present

- Lead / mentor UX and marketing research team (3 FTE).
- Incorporate UX thinking into the organization. Engage with all levels of the organization to provide insight and education regarding user experience and interface usability. Promote user-centered design, best practices, guidelines, and standards.
- Collaborate with marketing, product management, customer support and development teams to design and deliver wireframes, user stories, and prototypes for training management system.
- Plan / conduct user research activities and analyze user behaviors using NPS, Full Story, Pendo, and Power BI. Evaluate and turn into actionable insights that can be incorporated back into the product development cycle.
- Collect and evaluate feedback about the customer experience, from training events to incorporating the training product into their organizations.
- Develop and implement a scalable design system to simplify development and streamline design consistency across all online products.
- Lead cross-functional design thinking sessions to enable team collaboration, explore new ideas, and solve more significant problems.

Director, UX Design

Modern Hire • Delafield, WI • August 2018 – April 2021

- Collaborated with product management and development teams to design and deliver wireframes, user stories, and prototypes for interviewing and assessment software.
- Developed and implemented a scalable design system that streamlined design consistency across all products, enhancing user experience and team collaboration.
- Implemented tools and developed processes to measure and evaluate user engagement and success. (Pendo, Qlik)
- Designed assessment software solution that reduced assessment development time by over 6 months. Also provided a way to experiment without development work.

Lead UX Designer

Motus • Waterford, WI • July 2015 – August 2018

- Collaborated with product management and technology to define and implement innovative products for mileage reimbursement software. Created wireframes, site maps, mockups and prototypes that effectively communicate product strategy and ideas.
- Collaborated in defining and documenting user and task-focused analysis such as user flows, mental models, journey maps, personas, etc.
- Interacted with all levels of the organization to provide insight and education regarding user experience and interface usability. Built UX talent within the organization.

Lead UX Designer

GE Appliances • Louisville, KY, Remote Employee • April 2011 - July 2015

- Developed comprehensive information architecture and interface designs for consumer and B2B sites that meet both business goals and user needs. Collaborated with product managers, developers, project leaders and designers from concept through implementation.
- Led design of parts integration into appliances website, including consolidated accessories and replacement parts into one search path, simplified presentation of assembly diagram pages and identified key integration areas on the site. After launch, daily unique visitors to the cart increased by 7.7%.
- Re-architected and designed a responsive schedule service application. Combined multiple user flows into one simplified path, reduced the number of form fields by 35% and made fully accessible on all devices.

UX / UI Design Team Leader

GE Appliances • Louisville, KY • October 2008 - April 2011

- Led team of 11 designers (9 FTE, 2 contract); allocated project work, provided direction, and coaching. Redefined team structure and workflow increasing cross-functional knowledge and collaboration by 60% and providing better support and coverage to the business.
- Prioritized projects and deliverables across 3 organizations and 6+ functions.
- Developed team training program, including peer-to-peer training sessions, online training, conferences, and virtual seminars. Identified personalized training goals for each year. Used benefits from training to influence senior leadership to establish the long-term budget for ongoing training.

UI Designer / Architect

GE Appliances • Louisville, KY • August 2000 - October 2008

- Develop information architecture and interface designs for consumer and business-to-business sites, including full websites, pages, applications, newsletters, banners and gateways. Create wireframes, mockups, prototypes, user flows, process flows and site maps to effectively communicate interaction and design ideas.
- Designed site architecture, wireframes and visuals of new admin interface. Key improvements included: reduced errors by 28%, reduced IT involvement in daily support, improved co-brand opportunities, incorporated new pricing feeds and eliminated out-of-date content.
- Designed user flows for multiple B2B online applications, including ordering, invoicing, credits, returns and reporting.