



Melanie Schultz

UX/UI Designer

Contact

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📍 Denver, CO

Education

General Assembly

UX/UI Design Immersive

New York University

MA, Education

Tufts University

BS, Mathematics

Skills

Research

Information Architecture

Prototyping

Wireframes

Usability Testing

UI Design

Illustration

Project Management

Communication

Management

Leadership

Software and Tools

Figma

Adobe Photoshop

Adobe Illustrator

Adobe XD

Optimal Workshop

Miro

Relevant Experience

User Experience Designer (Contract) | HP | 2021

- Conducted user research on internal design guide documentation. Presented results and recommendations to broader team.
- Designed wireframes for updated design guide website. Collected feedback from stakeholders to continuously refine design.
- Wrote documentation and created visual design for design guide website.

Product Designer (Freelance) | Aiden Health | 2021

- B2C and B2B e-commerce website
- Developed membership discount program, including collaborating with company founders to figure out how the program will work. Conducted user research, created user flows, conducted usability tests, and currently iterating on the design as the founders update the details of the product features.
- Built Aiden's order subscription feature from scratch including all user flows and screens. Collaborating with developer to define constraints and meet deadlines.

User Experience Designer (Freelance) | Pilates Education Institute | 2021

- B2B SaaS product
- Managed full scope of UX design process, including all research, content writing, wireframes, and prototypes.
- UI work including iconography and graphic selection based on the brand guidelines that were established by our graphic designer.
- Hosted client meetings to review progress and gather feedback.

Graphic Designer (Freelance) | Ginsberg Gubernatorial Campaign | 2018

- Wrote communications about candidate's platform and fundraising to 1000+ mailing list subscribers.
- Designed facebook graphics to highlight candidate's accomplishments in days leading up to caucus.

Graphic Designer (Freelance) | Working Families Party | 2016

- Created design for Stacey Abrams gubernatorial campaign to communicate her platform and motivate people to vote.
- Planned and created design for voter registration event poster and social media graphics.
- Designed social media graphics to highlight transgender candidates and communicate their work and accomplishments to voters.