

HAILEY MELVILLE

USER EXPERIENCE DEVELOPER



WHO AM I

A unicorn without the tail. Former psych major turned journalist, turned human-centered advocate with the tech to back it up. Creating for good is just good business.

✉ haileykmelville@gmail.com

☎ (727) 389-4587

📁 haileymelville.com

WORK EXPERIENCE

UX DESIGNER/FRONT-END DEV

Census Reporter March 2017 - Sept. 2017

First with a team and later individually, lead the user experience process for Census Reporter, conducting user interviews, creating a new site-flow, and designing desktop UI elements aligned to the specifications of our stakeholders.

Tested design concepts - data visualizations based on historic data - using front-end scripting libraries, like D3.js. Began incorporating into the site.

UX DESIGNER - STUDENT PROJECT

Travel.er March 2017 - June 2017

Working with a small group, conducted a landscape survey, carried out verbal card-sortings, performed a root cause analysis, and designed four personas based on user's unique motivations and preferences.

Intended for the modern traveler, designed a complete mobile experience using bold iconography, a monochromatic scheme, and playful copy from wireframes to a final prototype.

UI DESIGNER

End Rape on Campus Dec. 2016 - March 2017

Led a rebranding effort targeting their Gen Z user base, including a more equitable logo, a fresher color palette, new fonts and a front-to-back mobile redesign.

After presenting to the stakeholders, helped integrate some of the ideas.

EDUCATION

M.S. - JOURNALISM, FOCUS: DESIGN (2016-2017)

Medill School. Northwestern University 

B.S. - PSYCHOLOGY, MINOR: BUSINESS (2010-2013)

Florida State University 

skills

- USER RESEARCH
- USABILITY TESTING
- WIREFRAMING
- MOCKUPS
- PROTOTYPING
- USER FLOWS
- MICROCOPY AND TONE
- FRONT-END DEVELOPMENT
- BACK-END DEVELOPMENT

tech

- AXURE
- SKETCH
- INVISION
- ILLUSTRATOR
- PHOTOSHOP
- HTML5/CSS3 (BOOTSTRAP)
- JAVASCRIPT UI (D3, JQUERY, REACT)
- BACK-END (NODE.JS, EXPRESS)

extras

- DOLLAR SLICE EXPERT
- CO-ED BASKETBALL CHAMP
- OPENER FOR RED JUMPSUIT APPARATUS