

HAILEY MELVILLE

PRODUCT DESIGNER



ABOUT ME

Psych major turned journalist, gone human-centered designer with the tech to back it up. I believe in teamwork, humility, and making things easier.

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EXPERIENCE

JUNIOR UX DESIGNER

Wheels Nov. 2017 - Dec. 2017

Working on a contract, established a manageable Sketch component library for an international fleet management company, speeding up workflow and cutting their symbol count in half.

Helped redesign and prototype a portal used by thousands of customers and clients a day using Sketch and InVision, capturing videos of the prototype for stakeholder presentations.

JUNIOR UX DESIGNER

Census Reporter March 2017 - Sept. 2017

First with a team and later individually, led the agile user experience process for Northwestern start-up Census Reporter, conducting user interviews, creating a new site-flow, and designing desktop UI elements aligned to a pre-existing library.

Tested design concepts - data visualizations based on historic data - using front-end scripting libraries, like D3.js.

UI DESIGNER (STUDENT CLIENT PROJECT)

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. Alongside stakeholders, integrated some of the ideas.

EDUCATION

CERTIFICATE - WEB DEVELOPMENT BOOTCAMP (2017)

Colt Steele, Udemy

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

- SKETCH
- AXURE
- INVISION
- ILLUSTRATOR
- HTML/CSS (BOOTSTRAP, SASS)
- JAVASCRIPT UI (D3, JQUERY)
- BACK-END (NODE, EXPRESS)
- AUX (HEROKU, MLAB, GULP)

extras

- DOLLAR SLICE EXPERT
- CO-ED BASKETBALL CHAMP
- ONE-TIME TOURING ROCK GUITARIST