

MELISSA MIRANDA

Solution-oriented **product designer** with a passion for creating immersive experiences. Adept at user research, visual design, and collaborating with cross-functional teams. Eager to contribute creativity and technical expertise in the pursuit of enhancing digital environments.

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WORK EXPERIENCE

CM Global Solutions Corp. - UX Designer

May 2020 - Present

- Researched and proposed innovative solution's for clients digital products, while also focusing on optimizing their brand presence.
- Worked exclusively with the companies developers for project development, and specialized in optimizing usability in their user interface.
- Provided brand assets for clients including, prototypes, wireframes, style tiles, mood boards, user maps, and modeling tactics.

melissamiranda.digital - Freelance Designer

March 2019 - Present

- **UX Design** - Researched solutions to make clients websites and applications more user-friendly. Identified, documented and reported on technical artifacts impacting interface performance.
- **Graphic Design** - Designed brand assets, style tiles, mood boards, user maps, and modeling tactics for clients.

Twitch - Partnered Content Creator

December 2020 - December 2023

- Cultivated a dedicated audience of over 30k followers across all platforms through content creation, entertaining live streams, and prioritizing viewer engagement and satisfaction.
- Designed interactive overlays, utilized advanced analytics, and forged collaborations with game developers and brands, contributing to enhanced visibility and strong partnerships.

Toronto Serenity (Valorant) - Esport Event Ambassador

September 2022 - September 2022

- Co-hosted interviews and produced media segments for the region's biggest Valorant tournament which contributed to an increased viewer engagement for live broadcasting, peaking at 1.5k viewers.
- Achieved high levels of collaboration with the events team and leading Esport representatives.

PROJECTS

Oakville Transit - UX Redesign

August 2023 - September 2023

- Improved functionality and by reconstructing the user flow through testing, updated UI and branding to be coherent with the city's newest website updates, and applied research methods to implement new features aimed at increasing user engagement.

KeyChat - Product Design

September 2022 - April 2023

- Conceptualized and designed a digital communication tool that increases accessibility and connectivity for PC players.
- Conducted user tests and evaluated insights to improve prototype iterations.

Phantasm Beat - Game Design

January 2023

- Ranked top 10 in 'Innovation/Originality' and 'Asset Quality' by leading teams UX research and motion graphics, while generating all project's visual assets.
- Collaborated with other game designers to build a completed game while adhering to a strict deadline and level metrics.

SKILLS

- UX / UI Design
- Visual & Graphic Design
- Color Theory
- Teamwork & collaboration
- Adaptability & Innovation
- Problem solving

TOOLS

- Adobe CC & Figma
- HTML, CSS, JS, Unity
- Prototyping / Wireframing
- Microsoft Office, Google Workplace
- Miro, Mural, Canva
- Cinema 4D, OBS Studios

EDUCATION

Honors Bachelor of Interaction Design

Sheridan College, Oakville, ON

COURSES

Design and Systems Thinking Course

Emphasizes the importance of system processing and developing skills using a variety of articulation and creative design tools to develop products.

Usability Studies

Four month research course in contract with SunLife Insurance. Applied design skills and knowledge to evaluate and improve clients official site. Course concluded with a final report and summarized presentation, consisting of findings, proof of concept, and solutions.

Microsoft's Gaming Accessibility Fundamentals Course

Discovered the foundations of accessibility concepts for game platforms and hardware. Increased understanding of accessibility best practices, etiquette, empathy, and identifying accessibility, for game development and experience.

CERTIFICATION

TCPS Core 2 Certificate

Panel On Research Ethics

LANGUAGES

English and Spanish