

MELISSA MIRANDA

Digital Designer with strong design skills and a passion for creating innovative and inclusive experiences. Proficient in the latest design tools and software, with a proven ability to collaborate effectively in team-based settings. Strong leadership skills and high self-motivation drive my ability to deliver impactful designs.

Oakville, ON, Canada

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WORK EXPERIENCE

CM Global Solutions - UX DESIGNER

July 2021 - May 2024

- Worked on complex UX end-to-end and visual projects aligning with strategic priorities, incorporating best practices and user-centered design processes.
- Increased client satisfaction by 30% by optimizing projects through user research, visual design, information architecture, and functional assessments for web design and data analytics solutions.
- Developed visual mockups, information structure, user workflow, and prototypes for sustainable product releases.
- Participated in steering team to ensure business alignment with proposed solutions.
- Monitored project progress, ensuring all designs are responsive and optimized prior to product launch.

melissamiranda.digital - FREELANCE DESIGNER

March 2019 - Present

- Developed diverse digital and print designs, encompassing brand identity, logos, posters, and business cards.
- Constructed design solutions for new businesses in order make clients websites more user-friendly and intuitive.
- Identified, documented and reported on technical and visual artifacts impacting interface performance.
- Demonstrated an entrepreneurial and innovative mindset, embracing change and eagerly tackling new challenges while prioritizing professionalism and client satisfaction.

Boon Burger Cafe - GRAPHIC DESIGNER

December 2019 - October 2020

- Designed engaging and highly visual designs for restaurants official social media, virtual advertising, and prints to engage and attract current and new customers.
- Contributed to an increase of sales of over 20% after design launches.

PROJECTS

Oakville Transit - APP REDESIGN

August 2023 - September 2023

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

Sun Life Financial - UX RESEARCH

September 2020 - December 2020

- Conducted a four month team research project in collaboration with Sun Life Canada.
- Applied design skills and knowledge to evaluate and improve clients official site.
- Project concluded with a final report and summarized presentation, consisting of findings, proof of concept, and solution pitching.

SKILLS

- UX / UI Design
- Graphic design
- Project Management
- Teamwork & Collaboration
- Adaptability & Innovation
- Accessibility

TOOLS

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

EDUCATION

MASTER OF DIGITAL EXPERIENCE INNOVATION, Waterloo University,

September 2024 - Present

BACHELORS OF INTERACTION DESIGN, Sheridan College, September 2018 -

April 2023

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 to enhance clients' official website. Course concluded with a final report, presentation, consisting of findings and proof of concept.

CERTIFICATION

TCPS Core 2 Certificate

Panel On Research Ethics.

LANGUAGES

English and Spanish