



# MELISSA MIRANDA

## Product Designer

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## WORK EXPERIENCE

### Ontario Lottery and Gaming (OLG) - PRODUCT DESIGNER

May 2025-Present

- Redesigned the digital lottery purchasing experience to address WCAG accessibility gaps, resulting in 6x improvement for both new and returning users navigating the platform.
- Developed and iterated UX concepts to elevate the player journey—focused on increasing sales, improving retention, and attracting untapped user segments.
- Presented design solutions in high-stakes stakeholder meetings, including sessions with the VP of Gaming, gathering strategic feedback and influencing cross-departmental product decisions.
- Facilitated multiple critique sessions with a cohort of 10 product designers, integrating peer insights to refine interaction flows and strengthen usability across the redesigned experience.
- Collaborated in agile sprint cycles, adapting quickly to shifting priorities while ensuring each design iteration aligned with business objectives and market expectations.

### CM Global Solutions - UX DESIGNER

July 2021 - May 2024

- Increased client satisfaction by 25% by optimizing projects through user research, visual design, information architecture, and functional assessments for web design and data analytics solutions.
- Developed visual mock-ups, 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

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

## PROJECT

### Sun Life Financial - UX RESEARCHER

September 2020 - December 2020

- Conducted a four month team research project in collaboration with Sun Life Canada to redesign and enhance their navigation menu.
- Improved site navigation and accessibility through multiple usability testing.
- Delivered a comprehensive final report and executive presentation, including key findings, proof of concept, and actionable design recommendations.

## 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.

## CERTIFICATION

### TCPS Core 2 Certificate

Panel On Research Ethics.

## LANGUAGES

English and Spanish

## SKILLS

- UX / UI Design
- Usability Evaluation
- Project Management
- Teamwork & Collaboration
- Adaptability & Innovation
- Prototyping
- User Testing

## TOOLS

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