

# Melina Grant

Product Designer | UXC

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## RECENT WORK EXPERIENCE

### Associate Vice President, UX Designer

Synchrony Financial | Bank

Aug 2023 - Present (Full-time)

- Redesigned SMB self-service onboarding flow, streamlining a 6-week process into a same-day experience and significantly reducing operational overhead
- Drove competitive analysis, usability testing, and UX design for several key features: Virtual Cards, Account Number Entry & Lookup, and secondary lending partnership with Fortiva
- Translated outputs from a 2-day agentic AI payments strategy session into early design concepts
- Partnered with data analytics team to establish baseline UX reporting
- Built the case for UX investment with business stakeholders, securing prioritization of backlog initiatives
- Represented Synchrony UX Group to Figma at Config Conference '25 and '26

### Product Designer

Mayvenn | B2C hair startup (wigs, hair extensions, etc.)

Nov 2022 - Jul 2023 (Full-time)

- Led design of a new product shopping experience targeting audience diversification and product education, owning project scoping from brief to delivery
- Co-led open-ended design exploration for a new business venture, partnering with a senior designer to shape the problem space and develop early concepts
- Partnered with a senior product designer to build and document an internal design system based on Atomic Design principles
- Streamlined marketing-to-engineering handoff by creating a centralized asset reference document
- Participated in field research with in-store associates to surface pain points and opportunities in the custom wig experience, contributing to affinity diagramming and synthesis

*Experience continued on next page*

## EDUCATION

### University of California, Berkeley

B.S., Environmental Economics and Policy

## CERTIFICATIONS

### Nielsen Norman Group

UX Certification (UXC)

### Designlab

Strategic Business Acumen for UX Designers

### The Interaction Design Foundation

Information Visualization

Formal Design Methods: Formalism and Design

## SKILLS

Usability Testing

Competitive Analysis

Design Systems

Journey Mapping

User Flows

Information Architecture

Communication

Problem-Solving

Project Management

AI Prototyping & Research

## SOFTWARE

Figma

UserZoom

## **Designer & Energy Program Associate**

Olivine, Inc. | B2B energy contractor

Apr 2021 - Nov 2022 (Full-time)

- Owned UX and UI design for the ClimateResponse® app (mobile and desktop), serving an energy program with over 3 million customers as the sole designer in a small, cross-functional team
- Initiated and led adoption of a design system for the ClimateResponse® app with a focus on improved accessibility, design consistency, and visual design
- Drove UX/UI direction for a full company website redesign, collaborating with senior leadership, a copywriter, a graphic designer, and a web developer from concept through launch
- UX and UI design for commercial and industrial enrollment flow for the ClimateResponse® program
- Led competitive analysis for and information architecture for the ClimateResponse® website landing page

## **UX & UI Designer / ImageMagica**

Nov 2020 - Dec 2020 (Volunteer)

- Led UX research and design for a photography course website
- Developed project timeline and scope of design project with client
- Delivered high fidelity wireframe of online course flow

## **UX Designer / Horizontal**

Sept 2020 - Oct 2020 (Volunteer)

- Collaborated with a team of three to deliver UX research and wireframes for the Tella app
- Consulted with experts in the fields of cybersecurity and journalism to understand user needs