

Melina Webb

Product Designer

www.melinawebb.design
melinawebb20@gmail.com
[linkedin.com/in/melina-webb](https://www.linkedin.com/in/melina-webb)
(530) 558-1386

RECENT WORK EXPERIENCE

Product Designer / Mayvenn

Nov 2022 - Present (Full-time)

- Collaborated with the lead product designer to establish and maintain an internal design system, based on Atomic Design
- Led design of new product shopping experience to meet company goals of audience diversification and product education
- Defining scope of work for own projects
- Facilitated creative asset delivery from marketing to engineering

Designer & Energy Program Associate / Olivine, Inc.

Apr 21 - Nov 2022 (Full-time)

- User experience (UX) and user interface (UI) design for the ClimateResponse® app (mobile and desktop) for Power Saver Rewards, an energy program with over 3 million customers
- Led development and implementation of a design system for the ClimateResponse® app with a focus on improved accessibility, design consistency, and visual design
- UX and UI design for commercial and industrial enrollment flow for the ClimateResponse® program
- Led competitive analysis for and architected 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

EDUCATION

University of California, Berkeley

B.S., Environmental Economics and Policy

CERTIFICATIONS

The Interaction Design Foundation

Information Visualization

Formal Design Methods:
Formalism and Design

SKILLS

Design Systems

Wireframing

Journey Mapping

User Flows

Information Architecture

Competitive Analysis

User Research

Communication

Problem-Solving

Teamwork

Project Management

SOFTWARE

Figma

InVision

Zeplin

Adobe CC