

# Melissa Lee

User Experience Design

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## experience

### UX Consultant

Accenture Interactive · Hong Kong  
Jan '19 - May '20

- Worked with local and multinational clients on various B2B and B2C projects, translating business requirements into designs.

#### Highlights

- Led the redesign of a loyalty engagement platform, and introduced a new payment feature.
- Reconstructed information architecture of banking website and designed new incentive feature.
- Facilitated multi-day workshops to train client employees and managers on design thinking methods.
- Established internal UX team onboarding program, which was completed by 7 new hires.

### UX Designer

The Home Depot · Foster City, CA  
Aug '15 - Oct '17

- Launched 7+ features as design lead on productivity app (Pro Referral on iOS and Android), working closely with product owner and engineers to balance requirements and timeline.
- Revamped other Home Depot Services products and launched rebranded MVP within 5 months.
- Paired with researchers to define and perform user testing, producing actionable insights.
- Worked with visual designers to develop a design system to be shared across multiple products.

### Intern - UX Lead

Bloomberg L.P. · Pittsburgh, PA / New York, NY  
Jan '14 - Aug '14

- Worked as UX lead for capstone project with Bloomberg in a team of 5.
- Developed an internal collaboration solution that improved employee interactions.
- Process included research, synthesis, visioning, and iterative design.
- Final deliverables included interactive prototype, feedback video, research report, design specifications and website.

### Web Designer

PacificLink iMedia · Hong Kong  
Feb '12 - Jun '13

- Implemented multilingual websites to be cross-browser and device compatible for over 20 clients.
- Mentored two junior staff on web development skills.
- Defined site architecture with project managers and designers.
- Created graphic web assets and UI components.

### Marketing Assistant

UC Berkeley Academic Services · Berkeley, CA  
May '08 - May '09

- Created publication designs for programs serving a community of over 9500.
- Organized a focus group and compiled data for analysis.
- Photographed staff and managed media resources.

## education

### Carnegie Mellon University

Human Computer Interaction, Masters, 2014

### University of California, Berkeley

Cognitive Science, Bachelors, 2010

## skills

Affinity Diagramming  
Customer Journey Mapping  
Competitive Analysis  
Contextual Inquiry  
Heuristic Evaluation  
Guided Storytelling  
Needs Validation  
Personas & Scenarios  
Prototyping  
Task Analysis  
Wireframes  
Workshop Facilitation  
Usability Testing

## tools

Balsamiq, Omnigraffle  
Illustrator, Photoshop  
Sketch, Figma  
Zeplin  
Invision, Axure, Adobe XD  
Flinto, Principle, FramerX  
HTML, CSS, jQuery  
Mural, Miro

## certification

Professional Scrum Master I

## languages

Fluent - English, Cantonese  
Basic - Mandarin