

## SKILLS

### Design

- Wireframing
- Prototyping
- Sketching
- Storyboarding
- Personas & Scenarios
- Survey Design
- Journey Maps
- Heuristic Evaluation

### Design Tools

- Sketch
- InVision
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop

### Research

- Google Analytics
- Google Sheets
- Twitter Analytics
- Tableau

### Programming

- HTML
- CSS
- JavaScript

## PORTFOLIO

[melanie-valledor-design.webnode.com](http://melanie-valledor-design.webnode.com)

## CONTACT

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## EDUCATION

### George Brown College - 2016 to 2019

- Interaction Design and Development (UX/UI)
  - Advanced Diploma

## EXPERIENCE

### Cion Studio - 2020 to Present

#### UX/UI Designer

- Designed the user experience and user interface for multiple clients.
- Presented design iterations to a range of clients, Cion team members, and end-users, to collect and implement their feedback.
- Provided clients with design sketches, personas, customer journey maps, wireframes, prototypes, and other UX deliverables.
- Conducted usability testing to gather user data, and to note tasks' success rates, and the final products' conversion rates.
- Worked alongside web developers and conducted QA on the final website.
- Collaborated with the team and worked in an agile environment.

### BridgeGroup Consultants - 2018

#### Freelance Designer

- Did freelance design work for one of BGC's biggest clients: The Home Depot.
- Redesigned The Home Depot's existing promotional poster that featured a selection of paints.
- Consulted with Home Depot's associates and consultants on the numerical data to be included on the final poster.
- Carefully decluttered the poster's contents to be more visually appealing.
- Embellished the poster with a color scheme, layout, and other graphical elements that were on par with The Home Depot's branding.

## PROJECTS

### Spotify Rating Feature - 2020

#### UX/UI Design

- Designed a 5-star rating tool, and ratings-based playlists for Spotify.
- Conducted user interviews to note users' expectations and wants for rating music, as well as their pain points with Spotify's current system.
- Compiled and organized all research findings into a user flow, sketches, and lo-fidelity wireframes.
- Ran usability tests, and made design improvements from user feedback.
- Demonstrated the final design and user interface of each feature through high-fidelity screens.