Melissa Luther

UX Strategist, Product Designer, & UX Researcher

I'm a UX Strategist, Product Designer and UX Researcher with a Master's Degree in Human Factors in Information Design with 20+ years of agency and client-side experience. Skilled in project discovery, user research, usability testing, strategic planning, and content and design execution. I'm transitioning from running my own freelance consultancy to being a collaborative team player. I'm excited to make the shift.

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Porterdale, GA. | 404.914.7250

EXPERIENCE

UX Consultancy (Self-Employed)
2011 – Present

Experience Personified | Porterdale, GA

Designing with purpose for business and people, shaping experiences that resonate and transform.

- As a UX leader with 20+ years of experience, I consult with medium to enterprise-level clients and specialize in crafting solutions across various industries, from Banking, Retail, HR & Recruitment, and Education to Energy and Healthcare.

Professional Sabbatical
2022–2024

Savannah, Georgia | Chalfont, Pennsylvania

A time for person growth, family and caregiving.

- Took time to focus on personal well-being and family responsibilities during the global pandemic.

- Supported family members in need of caregiving assistance while managing personal projects.

- Gained perspective and resilience, preparing for a return to the professional workforce with renewed focus.

Senior UX Designer
2021 – 2022

DentalPost | Atlanta, Georgia

DentalPost is the nation's premier job board and resource hub for the dental industry, serving over 900,000 dental professionals and practice employers with data-driven career tools.

- Worked closely with the marketing director and technology team on various redesign projects and designing a new product feature for the nation's largest job board and recruitment platform for dental professionals.

- Led the scope development, user / competitive research, and UX design, focusing on purchase flow, onboarding, task flow, and module redesign for a "blind recruiting" candidate screening feature for their recruitment platform to help hiring managers reduce bias early in the hiring process and level the playing field for job seekers.

- Performed a competitive audit and interface design for their responsive public-facing website for employers & job seekers to promote their services, attract new users and highlight educational articles and blog postings.

- Conducted research, competitive audit, and exploratory interface design for job seekers to manage their job search, be alerted to new job postings, and stay up-to-date on job-seeking tips and articles.

Senior UX Designer   2018 – 2020

UX 4Sight | Chicago, Illinois

UX 4Sight is an Award-Winning, Chicago-based, Digital UX/UI Design and Research Agency serving fortune 500 clients.

- Developed custom UX design and research curriculum and training materials to support the Founder/Chief Experience Officer in conducting comprehensive 1–5-day UX Corporate workshops.

- Led research to inform BlueCross of Idaho's website redesign, including stakeholder interviews, customer feedback analysis, persona development, and competitive analysis.

- Collaborated with Creative Director and visual designer on a research-driven enterprise application redesign for QRM, a global leader in risk management for top-tier international financial institutions.

Senior UX Designer   2018 – 2019

RecHub | Atlanta, Georgia

RecHub, a startup offering a social resume tool that simplifies the university recommendation letter process.

- Collaborated with founders, developers, and visual designer to develop the requirements, content architecture and UX design for the MVP responsive site and app for streamlining the sorority recruitment experience.

UX Strategist   2018 – 2018

COX Communications, Homelife Care | Atlanta, Georgia

COX is the nation's third-largest US telecommunications & media company, serving millions with high-speed internet, cable TV, phone, & innovative home automation solutions.

- Collaborated with the Director of Strategy in an intensive 12-week strategic initiative to develop a product design strategy, including new "Connected Independence" solutions, resulting in a four-part presentation series presented to senior staff and, ultimately, the Chief Strategy Officer.

- Provided expertise in UX design, research, and strategy to drive the success of the overall initiative.

- Conducted in-depth research, identifying seven consumer segments, five roadmap themes, five psychographic profiles, 14 personas, and 50+ journey stories to inform the product design strategy.

- Generated 20 product concepts aligned with user needs, contributing to the development of a compelling product design strategy.

- Created two comprehensive five-year roadmaps, guiding the company's product development efforts in the "Connected Independence" space, and shaping future growth.

Senior UX Designer   2011 – 2017

Macquarium | Atlanta, Georgia

Macquarium is a leading CX consultancy helping clients realize growth through experience-driven transformations.

- Led discovery research, scope definition and UX design for OmegaFi's CompassGo mobile app, focusing on finance and communication management for national fraternity and sorority organizations.

  - Activities: Stakeholder and customer research, project requirements, statement of work & budget development, heuristic evaluation, task analysis, information architecture, and wireframes

Senior UX Designer & Consultant

2016 – 2017

Insight Global | Atlanta, Georgia

Insight Global is an international staffing and services company specializing in sourcing IT, accounting, finance, healthcare, and engineering professionals and delivering service-based solutions to Fortune 1000 clients.

- Pioneered UX research and design for Insight Global's ERP ecosystem, enhancing user experience for over 20,000 annual contractors through a newly architected web and mobile platform.

- Forged collaborative relationships with engineers and CTO to integrate UX best practices into IG's end-to-end development process, shaping their platform's technology evolution.

- Assisted in the hiring of and acted in a supervisory role in reviewing, recommending, and supporting other UX team members, focusing on visual design and front-end development.

- Spearheaded UX research and design for platform framework and key applications, including CRM, timesheets, and expense systems, ensuring end-to-end user experience consistency and excellence.

EXPERTISE

Specialties

Stakeholder management, Evangelizing the value of UX, User advocate & business champion, Grasping the big picture & details, Diplomatic and task-adaptable, Conveying research & design intent, Speaking "Developer", Diffusing incendiary situations, Client whispering

Skills

Design Thinking, Project Discovery, Scope & Requirements Definition, Product Design, UX Strategy, Content Audit & Gap Analysis, Interviews, Field Studies, Surveys, Contextual-Usability Research, Testing, Personas & Scenarios, Section 508 / WCAG Accessibility Guidelines, Competitive Analysis, Heuristic Evaluation, Task Analysis & User Flows, Journey Maps, Affinity Diagrams, Information Architecture, Tech Writing, Wireframes, UX Design, Interaction Design, Prototypes, Design Systems, Working knowledge of HTML & CSS, Javascript, SCRUM /Agile Methodologies

Tools

FIGMA, Miro, Adobe Creative Suite, Invision, JIRA / Confluence, Usertesting, Optimal Workshop, Zoom

EDUCATION

Bentley University • Waltham, Massachusetts

(MS.) Master of Science, Human Factors in Information Design

Georgia State University • Atlanta, Georgia

Pursuit of (MS.) Master of Science, Instructional Design & Technology (In progress, completed 4 of 10 courses)

Savannah College of Art & Design • Savannah, Georgia

(BFA.) Bachelor of Fine Arts, Interactive Design

Tyler School of Art Temple University • Philadelphia, Pennsylvania and Rome, Italy

Pursuit of (BFA.) Bachelor of Fine Arts, Graphic Design (Transferred junior year to SCAD to complete degree)