

MELANIE

LYNN

PANEM

UX/UI DESIGNER & WEB DEVELOPER

EDUCATION

Associates of Science in Graphic Design

Certificate: Web Design

Certificate: Web Development

Certificate: Computer Programming

West Valley Mission College - 2018

Bachelor of Arts in Psychology

Minor in Criminal Justice

San Francisco State University - 2010

- Magna Cum Laude
- Psi Chi Honors Society
- T.A. to Professors Alex Gerould & Nils Moe

JOB SKILLS

Development

- HTML5 / SCSS / CSS
- Vanilla Javascript / JQuery / ECMA 6
- Wordpress CMS / WooCommerce
- Git Version Control / Command Line / VIM
- Bootstrap / Foundation CSS Frameworks
- Atlassian Jira / Confluence / Bitbucket

Design / Marketing

- Figma design
- Adobe XD / Photoshop / Indesign / Illustrator
- Built multiple instagram influencer accounts
- Online content creation experience
- Google Analytics

melaniepanem@pm.me

mpowheard.com | melpowheard.com

RECENT ACCOMPLISHMENTS

Technical Web Producer

November 2021–Current

Quicken Inc. | Quicken.com

- Actively managed the merge of two brand blogs at <https://quicken.com/blog> (Simplifi + Quicken). This involved migrating 700+ blog articles off of Drupal and onto WordPress, as well as iterating design and UX improvements on the current child theme. We conducted a data cleanup audit that included meta data and general SEO improvements.
- Designed and developed responsive, customizable animated blog promotion elements via repeatable shortcodes that increased visitor conversion by over 175%. Pricing and discounts dynamically pulled in via ecommerce website product API.
- Led a series of trainings and created documentation for new Content Analyst and Content Authoring team established in Bangalore, India.
- Setup custom project and issue-type specific automation rules in Atlassian JIRA Cloud using smart values with time and date logic, conditional statements, and a variety of triggers.
- Collaborated to create standard web design to development hand-off and deliverables, including Figma responsive mock specifications and Atlassian JIRA ticket details/structure. Also created a hand-off checklist for ensuring the designs have accounted for all possible interactions, user flows, and align with our brand guidelines.
- Designed subtle, low-frame count, animated software feature images for product highlight content blog posts.
- Frequently added to and re-organized the content of web, product, general marketing documentation and training materials within Atlassian Confluence. Utilized and trained on applying tags/labels to help visitors browse specific documentation categories, subcategories, and date ranges.
- Iteratively designed and help test high-converting landing pages for email campaigns and organic traffic.

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PROFESSIONAL BACKGROUND

Technical Web Producer

November 2021–Current (*Current*)

Quicken Inc. | [Quicken.com](https://www.quicken.com)

Managing web content initiatives through a mix of project leadership, frontend development, design, research, creative problem-solving and ideation.

Founder & Creative Director

December 2020–Current (*Current*)

MPowheard Agency | [MPowheard.com](https://www.mpowheard.com)

Digital services consulting and education agency involving social media, website design & development, marketing, and investing.

IT Online Course Instructor

June 2020–December 2021 (*1 year 7 months*)

LinkedIn Learning | [LinkedinLearning.com](https://www.linkedin.com/learning/instructors/melanie-lynn-panem)

Create instructional content and video courses for LinkedIn/Lynda Learners.

January 2021: Create a Quick, Clean, and Cheap Website with Bootstrap Templates

September 2021: Ditch Your Git GUI:
Customize Your Terminal

Web Development Specialist

August 2019–April 2021 (*1 year 9 months*)

Credit One Bank | [CreditOneBank.com](https://www.creditonebank.com)

Utilize HTML5, SCSS/CSS, Javascript, JQuery, React, and PHP to develop general website and portal changes.

Product Designer

January 2018–July 2019 (*1 year 7 months*)

Recollect Systems Inc. | [ReCollect.net](https://www.recollect.net)

Ensure ReCollect products have an intuitive user experience through data driven interface design.

Document Design Engineer

October 2013–November 2017 (*4 years*)

RealPage Inc. DBA [On-Site.com](https://www.on-site.com)

Created and maintained dynamic applications, leasing documents, and landing pages using XML, HTML, CSS, SQL, Javascript, Java, and GIT.