

MELANIE PANEM

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JOB SKILLS

Design / Marketing

- Product / UI/UX / Interaction design
- Figma / Sketch
- Adobe XD / Photoshop / Indesign / Illustrator
- WooCommerce / Shopify
- Google Analytics / Crazyegg
- Contentful / Drupal / Builder.io / WordPress

Development

- HTML5 / SCSS / CSS
- Vanilla Javascript / JQuery / ECMA 6
- Visual Studio Code / Sublime
- Git Version Control / Command Line / VIM
- Bootstrap / Foundation CSS Frameworks
- Atlassian Jira / Confluence / Bitbucket
- Studying React JS / Studying Python

FORMAL EDUCATION

Master's of Business Administration

Certificate: Innovation & Entrepreneurship

University of Nevada, Las Vegas - 2029

Associates of Science: Graphic Design

Certificate: Web Design

Certificate: Web Development

Certificate: Computer Programming

West Valley Mission College - 2018

Bachelor of Arts: Psychology

San Francisco State University - 2010

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

PROFESSIONAL EXPERIENCE

Founder & Creative Director

MPowheard Agency | MPowheard.com

December 2020–Current (4+ years)

- Leads design strategy at digital services consulting and education agency.
- Analyzed operations to evaluate company performance and to determine areas of potential improvement.
- Developed and implemented strategic plans to increase revenue, streamline operations, and improve client experience.
- Represented organization and promoted objectives at networking events.
- Built strong relationships with clients by providing exceptional service throughout the entire client journey.
- Previous clients include:
 - Quicken: <https://www.quicken.com>
 - Ahhh Massage: <https://ahhhmassage.net>
 - Mil's Diner: <https://milsdiner.com>
 - Detailed by Panem: <https://detailedbypanem.shop>

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PROFESSIONAL EXPERIENCE *(continued - 2/3)*

Technical Web Producer

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

November 2021–March 2024 *(2 years 5 months)*

- 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.
- Managed the merge of two brand blogs. This involved migrating 700+ blog articles off of Drupal and onto WordPress, as well as iterating design and user experience improvements on the current child theme.
- Managed the standards, naming conventions, and documentation for the efficient and enjoyable use of a new web CMS system, Contentful. Led training sessions for various teams on how to use the new tool.
- Collaborated to create web design to development deliverable standards, 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 aligns with our brand guidelines.

Online Course Instructor

LinkedIn Learning | [LinkedInLearning.com](https://www.linkedin.com/learning)

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

- Created instructional content and video courses for LinkedIn/Lynda Learners
- Synthesized and converted concepts and technical information into clear terminology and materials for students.
- Promoted creativity through hands-on projects that encouraged problem solving skills.

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

September 2021: Ditch Your Git GUI: Customize Your Terminal

Interactive Web Development Specialist

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

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

- Developed customized web solutions for corporate requirements, utilizing HTML, SCSS/ CSS, JavaScript, JQuery, Foundation, and PHP.
- Demonstrated ability to manage multiple tasks while remaining adaptable and flexible.
- Troubleshoot minor problems and reported larger technical issues.
- Participated in ongoing training to enhance own job skills and knowledge.
- Partnered on a UX project to improve efficiency and ease of access to customer support documentation across customer services portal on Microsoft SharePoint.

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PROFESSIONAL EXPERIENCE *(continued - 3/3)*

Principal Product Designer

Recollect Systems Inc. | ReCollect.net

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

- Ensure ReCollect products have an intuitive user experience through data driven interface design.
 - Implemented accessibility standards into design processes and workflows.
 - Provided guidance on user experience best practices throughout projects lifecycle.
 - Developed interactive prototypes for usability testing.
 - Modified and refined designs using working models to conform with customer specifications, production limitations, and changes in design trends.
 - Documented detailed specifications for frontend engineers to implement designs.
 - Designed wireframes, mockups, prototypes, and other visuals to communicate design intent.
 - Conducted research and analysis of customer feedback to inform design decisions.
 - Performed quality assurance tests prior to releasing products publicly.
 - Supported product development by utilizing VIM on command line interface, and completing frontend work with JavaScript, HTML, SCSS and CSS.
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Document Design Engineer

RealPage Inc. DBA On-Site.com

October 2013–November 2017 *(4 years)*

- Created and maintained dynamic applications, leasing documents, and landing pages using XML, HTML, CSS, SQL, Javascript, Java, and GIT.
- Organized multiple development projects concurrently while meeting tight deadlines.
- Implemented and tested design solutions.
- Partnered on creating script macros, or reusable snippets, for the team to utilize across workflows.
- Partnered on specific UI/UX projects, including a client-facing forms web tool as well as a JIRA API-based internal company statistics website.
- Provided technical support and guidance to junior design engineers and technicians, fostering their professional growth and development.
- Participated in SCRUM meetings to align the team on current work and unified goals.
- Met deadlines while maintaining high-quality deliverables.
- Sought continuing education opportunities to stay current with industry trends.