

MELANIE PANEM

DESIGN & DEV: E-COMMERCE UX/UI CONTENT/WEB MARKETING

FORMAL 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
- Git Version Control / Command Line / VIM
- Bootstrap / Foundation CSS Frameworks
- Atlassian Jira / Confluence / Bitbucket
- Beginners React JS / Beginners Python

Design / Marketing

- Figma design / Sketch
- Adobe XD / Photoshop / Indesign / Illustrator
- Multiple instagram microinfluencer accounts
- Online content creation experience
- Google Analytics
- Crazyegg
- Wordpress CMS / WooCommerce
- Contentful CMS
- Drupal CMS
- Builder.io CMS

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RECENT ACCOMPLISHMENTS

Technical Web Producer

November '21–March '24 (2 years 5 months)
Quicken Inc. | Quicken.com

- 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.
- Iteratively designed and help test high-converting landing pages for email campaigns and organic traffic.
- Designed subtle, low-frame count, animated software feature images for product highlight content blog posts.
- 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.
- 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.
- 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.
- 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.

MELANIE PANEM

PROFESSIONAL BACKGROUND

Founder & Creative Director

December 2020–April 2024 (*3 years 5 months*)

MPowheard Agency | MPowheard.com

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

Technical Web Producer

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

Quicken Inc. | Quicken.com

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

Web Development Online Course Instructor

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

LinkedIn Learning | LinkedInLearning.com

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

Interactive Web Development Specialist

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

Credit One Bank | 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

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

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