MELANIE PANEM

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Github: https://github.com/melanierosson
Yelp: https://wellmel.yelp.com (17-Year Yelp Elite)

Summary

My background contains about 10 years of experience in blended technology roles. I specialize in product design, e-commerce user experience, and content/web marketing. Additionally, I have recent experience in FinTech and training in Web3. I'm passionate about usable design and innovative technology.

Technical Skills

Design/Marketing
- Figma design / Sketch
- Adobe XD / Photoshop / InDesign / Illustrator
- Multiple instagram micro influencer accounts
- Online content creation experience
- Google Analytics / Crazyegg
- Wordpress CMS / WooCommerce
- Contentful CMS / Drupal CMS / Builder.io CMS

Development
- HTML5 / SCSS / CSS
- Vanilla JavaScript / JQuery / ECMA 6
- Git Version Control / Command Line / VIM
- Bootstrap / Foundation CSS Frameworks
- Atlassian Jira / Confluence / Bitbucket
- Studying React JavaScript / Python / PHP

Education

Master's of Business Administration
University of Nevada, Las Vegas - Expected 2029

Associates of Science in Graphic Design
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

Certifications

Certificate: Innovation & Entrepreneurship
University of Nevada, Las Vegas
Completion Expected 2029

Chainlink Bootcamp April 2024
Certificate of Completion
Chainlink Labs
Issued June 2024
Credential ID 7140754

UX Practitioner Training
Baymard Institute
Completed January 2024

Accessibility: How to Design for All
User Research: Methods and Best Practice
IxDF - Interaction Design Foundation
Issued October 2019
Credential ID 56703

Certificate: Web Design
Certificate: Web Development
Certificate: Computer Programming
West Valley Mission College – 2018

Professional Experience

Founder & Creative Director
December 2020–Current (4+ years)
MPowheard Agency | MPowheard.com
Marketing, Design & Technology

- Lead 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, Ahhh Massage, Mil's Diner, Detailed by Panem

Technical Web Producer
November 2021–March 2024 (2 years 5 months)
Quicken Inc. | Quicken.com
Financial Technology | FinTech

- 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
June 2020–December 2021 (1 year 7 months)
LinkedIn Learning | LinkedInLearning.com
Education & Technology | EdTech

- 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
August 2019–April 2021 (1 year 9 months)
Credit One Bank | [CreditOneBank.com](#)
Finance & Technology

- Use HTML, CSS/SCSS, Javascript, JQuery, PHP, and React JS to develop website and portal changes based on received design team mockups and requirements.
- Collaborate on user interface design & engineering (UI) and user experience design (UX) strategies for prototyping and pilot efforts.
- Utilize Adobe Creative Suite software and Sketch to provide additional design ideas or improve upon missing requirements for an interface.
- Added subtle animations and interactive enhancements to various online pages using the GreenSock animation library.
- Initiated subtle SEO and accessibility enhancements to various website elements through filled out metadata values, image alt tags, and other key page attribute value pairs.
- Paired on updating the UI/UX of the documentation library that our customer service department uses. Together, we interviewed a few CS agents to find out their current pain points and ideal solutions. My colleague created the new logo and much of the visual UI design while I did wireframes and the development through the Microsoft SharePoint system.

Product Designer
January 2018–July 2019 (1 year 7 months)
Recollect Systems Inc. | [ReCollect.net](#)
Civic & Government Technology | CivicTech

- Gather and analyze user quantitative and qualitative data about ReCollect features/products and then implement the conclusions into elegant user interface design.
- Create and maintain the ReCollect Product Style and Standard Guides in InVision DSM.
- Regularly audit the consistency of user experience across ReCollect products.
- Design interfaces that solve problems as defined by Product Managers, and create detailed tickets with wireframes and/or mockup images for development to execute.
- Collaborate in tandem with the development, product, customer success, sales and marketing teams.
- Implement any small, stylistic development changes that are in my purview during downtime using VIM on the command line. I worked primarily in JSON, JavaScript, Jemplate and CSS/HTML.

Document Design Engineer
October 2013–November 2017 (4 years)
RealPage Inc. DBA On-Site.com
Real Estate Technology | RealTech

- My team primarily did web development with online forms.
- We frequently worked with XML, HTML, CSS, JavaScript, JQuery, Java, SQL, and Ruby to create and maintain the dynamic nature of online leasing documents, landing pages, and applications for the property management companies that used our services.
- We utilized GIT/Github, VMWare, Jenkins, and Agile management/framework including Atlassian JIRA and Scrum.
- I also partnered with another designer for specific UI/UX projects. This included a client-facing forms web tool as well as a JIRA API-based internal company statistics website.