

# MELANIE PANEM

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[melaniepanem.com](http://melaniepanem.com)

**PRODUCT DESIGN**  
**E-COMMERCE UX/UI**  
**CONTENT/WEB MARKETING**

## FORMAL EDUCATION

**Associates of Science: Graphic Design**  
**Certificate: Web Design**  
**Certificate: Web Development**  
**Certificate: Computer Programming**  
West Valley Mission College - 2018

**Bachelor of Arts: 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

### 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 / Drupal / 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
- Beginners React JS / Beginners Python

## PROFESSIONAL EXPERIENCE

**Founder & Creative Director**  
**MPowheard Agency | [MPowheard.com](http://MPowheard.com)**  
December '20–Current (3+ years)

- Digital services consulting and education agency involving website design, development, and general marketing.
- 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 customer experience.
- Represented organization and promoted objectives at networking events.
- Built strong relationships with customers by providing exceptional service throughout the entire customer journey.

**Technical Web Producer**  
**Quicken Inc. | [Quicken.com](http://Quicken.com)**  
November '21–March '24 (2 years 5 months)

- Designed and developed responsive, customizable animated blog promotion elements via repeatable shortcodes that increased visitor conversion by over 175%.
- 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) which 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.

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## PROFESSIONAL EXPERIENCE *(continued - 2/3)*

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### Technical Web Producer *(continued)*

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

November '21–March '24 *(2 years 5 months)*

- 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.
  - Frequently added to and re-organized the content of web, product, general marketing documentation and training materials within Atlassian Confluence.
  - Provided training and support to internal teams on web-related topics as needed.
  - Developed and managed website content to ensure accuracy, consistency, and optimization.
  - Collaborated with development team to complete full scope of web projects.
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### Web Development Online Instructor

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

June '20–December '21 *(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

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### Interactive Web Development Specialist

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

August '19–April '21 *(1 year 9 months)*

- Developed customized web solutions for corporate requirements, utilizing HTML, SCSS/CSS, JavaScript, JQuery, and PHP.
  - Participated in meetings with senior management teams to discuss progress on projects.
  - 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.
  - Focused on learning new skills and staying updated with industry changes.
  - Partnered on 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)*

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### Principal Product Designer

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

January '18–July '19 (*1 year 7 months*)

- Ensure ReCollect products have an intuitive user experience through data driven interface design.
  - Optimized existing product features using A and B testing methods.
  - Implemented accessibility standards into design processes and workflows.
  - Provided guidance on user experience best practices throughout projects lifecycle.
  - Developed interactive prototypes for usability testing.
  - Validated product ideas through surveys and interviews.
  - 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](https://on-site.com)

October '13–November '17 (*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.