MELINDA LEASE
Product Designer

ABOUT

I'm a Product Designer with expertise in UI & UX Design, Design Systems, Engineering collaboration and Project Management. With these skillsets and over a decade of experience, I bring the ability to not only create user-centric design solutions through effective processes, but also aide in helping others grow in applicable skill sets. I take pride in my ability and drive to effectively communicate and continually educate myself on new tools and technologies.

EDUCATION

George Fox University
B.A. Graphic Design and Cinema/Media Communications
August 2002 - May 2006

UX Design	**UI Design**	**Instructional Design**
Springboard	**CareerFoundry**	**LinkedIn Learning**
4/2017 - 6/2017	*11/2017 - 4/2018*	*7/2018*

SKILLS

- UI design
- UX design
- Design systems
- Atomic design methodology
- Web accessiblity
- Visual QA
- Online tutorial production
- Prototyping
- HTML & CSS
- Iconography
- Training
- Front-end engineering collaboration

TOOLS

- Sketch
- InVision
- Abstract
- Figma
- Final Cut Pro
- G Suite
- Keynote
- Powerpoint
- Illustrator
- Photoshop
- After Effects
- Jira

CONNECT

melindalease.com   melinda.s.lease@me.com   in/melindalease   971.226.5828

EXPERIENCE

Product Designer at **Lithia Motors, LLC**
October 2020 - present
- Worked as a product designer on driveway.com

UI Designer at **Phase2 Technology**
September 2018 - October 2020
- Worked collaboratively with clients and internal team members, including UX, product and development, to design user-centric and aesthetically-pleasing digital products and experiences
- Utilized and embraced the concept of modular design in all work through the creation of flexible and cohesive design components
- Spearheaded design QA on projects by evaluating and documenting design discrepancies in the development phase using tools like Jira, Pattern Lab and BrowserStack
- Built a universal UI kit for new projects based on the Tailwind framework
- Became a company advocate for design systems and accessibility through internal and external endeavors

Design Manager at **Bonfire Marketing**
May 2015 - February 2018
- Overall Management of design team members which included regular one-on-ones, reviews, quality control, creative oversight, mentorship and approving paid time off
- Management of team processes, systems and workflows
- Onboarding and and ongoing training for designers
- Produced creative assets including graphics, gifs, animations, etc.

Graphic Designer at **Bonfire Marketing**
April 2014 - May 2015
- Collaborated with account managers, strategists, and writers to develop and deliver creative assets (including graphics, animations, videos, etc.) that support business goals

Web & Multimedia Designer at **PECAA**
May 2013 - April 2014
- Designed, built and maintained websites for multiple members using visual-based website CMS system and Adobe Creative Suite
- Created seasonal and promotional web graphics for corporate and member's social media pages
- Contributed in the design and development of digital and printed corporate marketing and branding collateral including e-newsletters, advertisements, sale assets, surveys, style guide, video tutorials, etc.

Customer Ops & Survey Design Specialist at **SurveyMonkey**
December 2011 - August 2012
- Managed and owned all of SurveyMonkey's Design Services
- Partnered with Training and Marketing to create and implement the first set of publicly accessible Video Tutorials for SurveyMonkey's Help Center
- Collaborated with customers by phone and email to identify opportunities to make every user successful
- Worked with engineering teams to identify, specify, develop, and deploy operational changes to improve the customer experience

Creative (Trainer/Teacher) at **Apple**
September 2007 - December 2011
- Tutored customers one-on-one on a variety of Apple software applications on iLife applications, Mac Operating Systems and
- Professional level applications such as Final Cut Pro
- Led and facilitated large group workshops on Apple hardware and software
- Actively took ownership of both Scheduling and Staffing for multiple teams