

MELISSA POWERS

CONTACT

- 📞 +1 512-415-4055
- 📍 Greenville, SC
- ✉️ Melissa.plohetski@gmail.com
- 🌐 www.reallygreatsite.com

EDUCATION

CAREER FOUNDRY

UX Designer - Currently Enrolled

QC MAKEUP ACADEMY

International Make Up Artistry -
2015-2016

SKILLS

- User Research
- Usability Testing
- Wireframing (Low & Mid-Fidelity)
- Prototyping (Low to High Fidelity)
- Information Architecture
- User Flows & Journey Mapping
- Persona Development
- Interaction Design
- UX Strategy

CERTIFICATION

INSTRUCTIONAL DESIGN ESSENTIALS:

MODELS OF ID

Nov. 2022
LinkedIn

INSTRUCTIONAL DESIGN: ADULT LEARNERS

2017 - 2018
Borcelle Business Academy

ABOUT ME

I'm a UX/Product Designer with a background in Learning & Development and e-Learning, bringing a human-centered, research-driven approach to every project. My work is grounded in empathy, clarity, and inclusivity, with a focus on designing experiences that feel intuitive, supportive, and genuinely helpful.

WORK EXPERIENCE

LEARNING AND DEVELOPMENT LEAD

ShipStation, Jan. 2022-April 2025

I conducted training needs assessments to identify skill gaps and development opportunities, designing and implementing engaging learning programs using LMS platforms such as Lessonly, Skilljar, and Rise. I collaborated closely with subject matter experts to develop effective training content and instructional materials, utilizing adult learning methodologies to support diverse learning styles.

My role included educating new support employees on backend ShipStation API functionality, facilitating in-person and virtual training sessions, workshops, and webinars for domestic and international teams, and delivering on-demand training as business needs evolved. I also evaluated training effectiveness through assessments, surveys, and feedback, provided ongoing coaching and support to sales, support, and enablement teams, and offered guidance and direction to fellow Learning and Development specialists to reinforce learning outcomes across the organization.

PRESENTATION & LEAD SPEAKER SSU

ShipStation, Jan. 2023 - April 2025

I served as the primary presenter at e-commerce events, conferences, and webinars, delivering tailored presentations on business growth, efficiency, and product innovation. I led interactive sessions, Q&As, and panel discussions, collaborating with organizers and engaging with industry peers to educate and inspire enterprise-level audiences.

ENTERPRISE TECHNICAL SUPPORT

ShipStation, July 2021 - Jan. 2022

Provided technical support to enterprise-level customers across phone, email, chat, and remote tools, resolving complex issues through cross-functional collaboration. I maintained detailed support documentation, monitored system performance to prevent issues, trained end-users on best practices, and contributed to knowledge base content and training materials to support self-service and enablement.

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WORK EXPERIENCE

SOLUTIONS EXECUTIVE

UNICOM Engineering, Oct. 2020 - July 2022

I developed and executed strategic solution-selling initiatives aligned with client needs and business objectives, driving revenue growth through both new and existing accounts. I built and maintained strong relationships with key stakeholders, including C-suite executives, to understand challenges and position relevant solutions.

Working closely with sales, product, and customer success teams, I ensured seamless delivery and execution while providing thought leadership in presentations, proposals, and client meetings. Acting as a trusted advisor, I offered strategic guidance and insights to help clients achieve their goals and overcome complex business challenges.