

Melody Miao

Product Designer

melodymiao001@gmail.com

melodymiao.github.io

Creative and detail-oriented Product Designer creating meaningful user experiences. Skilled in both web design and development and crafts intuitive and engaging digital products. Passion for learning and using data-driven solutions that meet user needs.

Experience & Projects

UX Designer & Web Developer, Augene Beauty

Jun 2024 – Aug 2024

- Conducted competitor research to analyze industry trends, identify UX best practices, and help shift the website's focus from B2C to B2B by restructuring content, messaging, and user flows to cater to clinics, dermatologists, and skincare brands.
- Led the website redesign to enhance professionalism and designed customer-facing and clinic-facing dashboards with intuitive visual breakdowns of recommended products, key skincare ingredients, and microbiome data to help users make informed skincare decisions.

Web Gold Team Lead, VITA

Aug 2024 – Dec 2024

- Led the end-to-end design and development of a website for a tax assistance club to help their users navigate free tax filing resources and understand their course offerings
- Managed and mentored a team of 10 members to design user-friendly interfaces in Figma and developed a responsive website using HTML, CSS, and JavaScript on React framework

VP of Technology, Innovative Design

Jan 2024 – Dec 2024

- Maintained the club's website, creating an engaging user experience for a large organization with hundreds of members and event attendees.
- Designed, and developed responsive pages for major club events, including recruitment, speaker series, and designathons, with quick turnaround times of 3–5 days. Collaborated with club leadership and marketing teams to align web content with branding and event objectives.

Lead Communications Associate (Design),

Berkeley Recreation & Wellbeing

Mar 2023 – Present

- Produce graphics and innovate campaign ideas for UC Berkeley's Department of Recreation & Wellbeing official social media platforms, increasing following by 20.9% (16,000 followers total)
- Spearhead design for the NIRSA Creative Excellence Awards-winning rebrand of UC Berkeley Rec Sports to RecWell by designing for cohesive brand identity across posts and digital/printed gym signage

Education

Cognitive Science B.A.

Data Science B.A.

UC Berkeley

2021 – 2025

Courses

Full Stack Web Development

Web Design

Intro to Figma

Introduction to Building Apps (iOS)

Structure and Interpretation of Computer

Programs

Data Structures

Skills

Figma

HTML/CSS

JavaScript

React

Python

Java

Photoshop

Illustrator

Webflow

Framer

Canva

Mailchimp

References

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Berkeley Recreation & Wellbeing

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