Melissa Thériault
Product Designer

meltheriault.github.io
melmtheriault@gmail.com
+1.438.862.6261

RELATED EXPERIENCE & IMPACT

Terminal.io, Product Designer
May 2022 – June 2023 | Remote, San Francisco, California
- Conducted generative user research and led series of executive workshops that informed strategic pivot toward product-led growth and becoming a true marketplace
- Responsible for Growth initiatives across all surfaces and acted as main Product Designer for day-to-day operations on the Talent Marketplace squad (B2C)
- **Supply-Side:** Designed several growth initiatives resulting in a **>200%** conversion lift
- **Demand-Side:** Launched first foundational piece of new product-led strategy via Free Trial program which **engaged >40 corporate clients** and **converted 2** within 1st month
- Helped Terminal become more user-centric by laying foundation for a recurring user research workflow, setting up user testing and coaching team

Chimney.ai, Product Designer
Oct 2020 – Apr 2022 | Remote, Canada | Part-time
- 1 of 3 founding product designers of a pre-seed Property Tech start-up
- Led design for (1) Property Details Page, (2) Interactive Map, and (3) User Onboarding
- Co-led user interviews to determine Chimney's brand positioning and product roadmap based on insights gathered from **16** users

Shopify – Shop Pay, Product Design Intern
Sep 2021 – Jan 2022 | Remote, Canada
- Improved Shop Pay's express checkout conversion rates by **3.23%** through a series of A/B tests designed around proposed design recommendations
- Led user testing around new top-of-funnel Shop Pay authentication flow to determine impact on user adoption (sign-ups) and personalization (sign-ins)

Electronic Arts, UX Researcher Intern
Sep 2020 – Dec 2020 | Montreal, Quebec
- Led a diary study (**60** participants) and review analysis to craft design recommendations for the Dead Space Remake production team.
- Collaborated with engineers to design a data analysis tool that enables UX researchers to quickly access and compare diary study results across games

Tech3lab, UX Researcher
Oct 2019 – June 2021 | Montreal, Quebec
Designed and led experimental study with **40** participants to explore the relationship between gamification and learning outcomes, summarized in a Master's thesis

OTHER WORK EXPERIENCE
2017 - 2019 | Montreal, Quebec
Worked in Learning & Development within Human Resources, designing internal training programs at two tech start-ups, Element AI (acquired by Service Now) and Flighthub

EDUCATION

HEC Montreal
M.Sc. User Experience in a Business Context
Sep 2019 – June 2021

McGill University
B.A. Industrial Relations
Sep 2014 – May 2017

SKILLS
Design
User-Centered Design
Visual Design
Wireframing
Rapid Prototyping
Interaction Design
User Flows & Journey Mapping
Information Architecture

Research
User Interviews
Surveys
Usability Testing
Diary Studies
Competitive Analysis
Heuristic Evaluation
Personas
Statistical Analysis

TOOLS
Figma, Usertesting, Lookback.io, Respondent.io, Qualtrics, Survey Monkey, Google Analytics, SPSS, Github, JIRA, Illustrator