Erick Melendez

UI / UX Designer · Los Angeles, CA

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TECHNICAL

Strong: Figma, Sketch, Adobe XD, Zeplin, Balsamiq, UsabilityHub, UserTesting.com, Hotjar, Miro, Sketch, HTML, JS, Prototyping, Design Systems, Wireframing, Prototyping, Usability Testing, Journey Mapping, Web Design, WCAG Standards, A/B Testing
Experienced: SaaS Design, Graphic Design, Data Visualization, Crazy Egg, InVision

EXPERIENCE

Wunderman Thompson · UI / UX Designer   **2022 - Present**
- Designed a diverse range of comprehensive low-fidelity and high-fidelity user interface prototypes, skillfully addressing the distinct needs and preferences of over 10 clients in various industries, both in web and mobile based applications.
- Facilitated usability studies, collaborated with cross-functional teams, to define objectives, recruit participants, design tests, and analyze results, incorporating findings into design iterations for user-centered solutions and enhanced the product.
- Conducted an extensive and in-depth competitive research analysis, successfully identifying over 20 key areas for improvement, which significantly contributed to a substantial boost in user retention for an overseas client.
- Incorporated comprehensive design feedback garnered from stakeholders, end-users, and team members into iterative UI/UX design processes, thereby leading to substantial enhancements in usability, functionality, and the overall user experience.
- Utilized Figma to design and iterate and refine high-fidelity prototypes, fostering collaborative interaction with cross-functional teams, ensuring a streamlined and visually compelling user interface in alignment with project requirements.
- Collaborated with other designers in ideation design sprints, strategically generating innovative solutions that effectively addressed the diverse needs of stakeholders and end-users, resulting in substantial improvements to product features.
- Applied Hick's Law to strategically optimize the client website's extensive dropdown menu, simplifying the layout and displaying relevant options upon user hover over a category, which effectively eliminates confusion and frustration, fostering a more efficient and streamlined browsing experience for users.

Centerfield · UI / UX Designer   **2020 - 2022**
- Leveraged detailed personas, crafted from in-depth user research and market analysis, to inform design decisions and prioritize features, ultimately contributing to the creation of an effective and engaging user experience on the client's website.
- Monitored and meticulously analyzed comprehensive weekly test/page event data for over 40 domains, implementing targeted behavioral and keyword-specific strategies to optimize the overall performance of A/B testing initiatives.
- Guided comprehensive design efforts for 50+ pages, orchestrating usability tests, wireframe creation, prototype development, content writing, and quality assurance to ensure consistent design and optimal user experience across the site.
- Managed the thorough and insightful monthly website analytics reporting to stakeholders, adeptly utilizing analytical tools such as Google Analytics, Similar Web, and Spyfu to meticulously identify patterns and derive strategic insights.
- Significantly contributed to the successful DTTV website redesign, resulting in a remarkable 33% sales increase in just four weeks through innovative UI/UX enhancements, strategic feature optimization, and meticulous conversion rate fine-tuning.

Healthy Spot · Software Engineer   **2018 - 2020**
- Developed React components in accordance with Zeplin.io prototypes, methodically executing thorough unit and integration tests to guarantee optimal functionality, reliability, and precise adherence to the design team's specifications.
- Advocated for more inclusive design practices through research-backed feedback to the design team, resulting in the implementation of a more accessible font and significantly increased readability, especially for older users.
- Coordinated with QA to release, fix any bugs, or setup a branch for staging to be later passed on to Jenkins for deployment
- Implemented SASS, a powerful preprocessor scripting language, to systematically streamline and simplify CSS, thereby effectively reducing redundancy and substantially enhancing readability across diverse elements.

ADDITIONAL

Board Game Designer · CMON · Guillotine Games
Google UX Design Certificate · 2021
NHMLA · 2 Year Continuous Service Award

EDUCATION

Santa Monica College
- Bachelor of Science in Computer Science
- Associate of Science in Interactive Design, Graphic Design

HOBBIES

Museum Docent · Natural History Museum of Los Angeles · Los Angeles Tar Pits
Board Gamer · Arcadia Quest · Unmatched · Xenoshyft · Terraforming Mars · Fantastic Factories