



MELISSA SIRIKASEM

Product Designer

t: +1 (415) 967 8077 | e: msirikasem@gmail.com | w: msirikasem.com

EXPERIENCE

Product Designer

Scalable

2018 - present

- Designed user experience and interface for TeeChip, an e-commerce platform. Responsibility includes sell-side, buy-side, and customer success platform.
- Generated \$2 million in monthly revenue and increase conversion rate by 4% within 3 months of launching the "Personalized Text" feature on TeeChip platform.
- Executed design research and usability testing which lead to valuable insights to proposed a solution for the team.
- Collaborate across teams includes aligning project strategy with a product manager, hand-off design to the engineering team, and working with the quality engineering team on quality assurance.

UI Design Intern

MyTime

2017 - 2018

- Developed user interface for scheduling software, focusing on services provider business. Projects include team management features, inventory management features, and consumer booking experience.
- Created responsive landing pages that include redesigned company's website, marketing campaign pages, and product case studies.
- Coordinated with multiple teams. For example, direct communication with CEO, hand-off design and quality assurance with the in-house engineering team, and managed projects for an engineering contractor.
- Assisted marketing team in creating visual content includes vector illustrations, icons, booklet, booth design, and social banners.

Design Intern

Accomplice

2015

- Designed responsive marketing landing pages.
- Developed visual identities for marketing field guides that targeted different audiences.
- Delivered illustrations for various social media posts and advertisements.

Technical and Graphic Designer

Toppan Excel (Thailand)

2010 - 2011

- Designed and developed pop-up book structures and paper models for local and overseas clients.
- Approved layouts and color specs for mass-production print projects.
- Built reference prototypes for mass production assembly lines. Prototypes include pop-up books, packaging design, and paper models.

SKILLS

Product Design, Product Strategy, Interaction Design, UI Design, Information Architecture, Prototyping, Wireframing, User Research, Usability Testing, Project management, Competitive analysis, Facilitator

SOFTWARE

Figma, Sketch, Invision, Illustrator, Photoshop, InDesign, HTML/CSS

EDUCATION

2013 - 2017

MA Graphic Design

Academy of Art University

San Francisco, CA (US)

2006 - 2010

BFA Product Design

Srinakharinwirot University

Bangkok (Thailand)

RELATED TRAINING

2020

Design Sprints Masterclass

AJ&Smart

2019

UX Foundations: Usability Testing

Lynda with Chris Nodder

2018

Gamification for Interactive Learning

Lynda with Karl Kapp

LANGUAGES

English, Thai