

Melissa Casole

UX/UI Designer | UX Manager

Bradenton, FL | melissa.casole@yahoo.com | www.melissacasole.com

About Me

Forward-thinking UX Design Leader with 20+ years of experience crafting digital products across healthcare, cybersecurity, enterprise SaaS, and B2B/B2C platforms. I specialize in design systems, human-centered strategy, and behavioral UX-leveraging cognitive science to create experiences that are not only functional, but deeply intuitive and emotionally resonant.

My approach blends research-backed insight with real-world execution. I've led global teams, restructured design ops, launched component libraries, and introduced AI-enhanced prototyping into product lifecycles-bridging product strategy, engineering feasibility, and visual clarity.

With hands-on experience in HTML/CSS, accessibility (WCAG), and interactive design tools like Figma and ProtoPie, I empower my teams to build fast, test smarter, and scale consistently. I'm passionate about mentoring, stakeholder alignment, and bringing order to ambiguity. I'm now seeking a leadership opportunity where design isn't just a function-it's a driver of product excellence.

Strategic Consulting & Cross-Industry Impact

Alongside full-time leadership roles, I've provided design consultation across several industries-including medical devices, digital healthcare, employee benefits, and cloud security. These engagements demanded more than just design execution-they required emotional intelligence, adaptability, and the ability to mentor internal teams while aligning diverse stakeholders. I introduced new practices such as AI-integrated prompt design to elevate prototyping workflows, reduce engineering churn, and enable faster, more informed product decisions. This blend of soft skills and innovation-focused mindset continues to fuel my impact across every team and vertical I work with.

Professional Experience

First Advantage - UX Manager | Sept 2020 - Present

- Defined and scaled the company's first design system strategy, reducing UI debt and aligning over 150 components across React, Angular, and Vue.
- Hired, mentored, and led a multi-disciplinary design team focused on UX excellence and design ops maturity.
- Partnered with engineering and product leaders to align sprints with discovery, increasing velocity and reducing rework.
- Introduced AI-assisted prototyping and automation tools to increase design fidelity and speed up developer handoff.
- Drove adoption of cognitive science-informed UX principles to improve usability, reduce friction, and increase user satisfaction across enterprise workflows.

Agile Thought - Senior UX Designer | Mar 2020 - Sept 2020

- Delivered responsive, high-fidelity prototypes using ProtoPie and Figma.
- Conducted user research to inform journey maps, personas, and feature flows.
- Worked closely with business analysts and PMs to translate data insights into actionable UI solutions.

Mediagistic - UX Engineer | Oct 2018 - Mar 2020

- Designed and prototyped AI/ML-driven software for ad delivery platforms.
- Bridged design-to-dev handoff by developing front-end components.
- Led internal tool design and created marketing deliverables with Figma and After Effects.

Melissa Casole

UX/UI Designer | UX Manager

Bradenton, FL | melissa.casole@yahoo.com | www.melissacasole.com

Inspirata - Senior UX Designer | May 2017 - Oct 2018

- Designed cancer diagnostic tools for pathologists using AI/ML workflows.
- Conducted formative testing to uncover and solve workflow bottlenecks.
- Built seamless Angular-based front-ends in collaboration with engineering.

MarineMax - Lead UX Designer | Jun 2016 - May 2017

- Created the company's first design system and improved customer retention by 80%.
- Designed POS software adopted across 100+ retail locations, increasing satisfaction by 85%.

Education & Certifications

- B.S. in Computer Science & Design, Missouri College, 2007
Minor: Cognitive Psychology
- Certificate: Human Factors for Medical Devices (AAMI, 2024)
- UX Design Certification - Google, 2020
- Human-Computer Interaction - MIT, 2019

Core Skills & Tools

- Design Systems · Figma · ProtoPie Studio (multi-device prototyping: iPad, monitor, camera)
- Arduino integration with AI-assisted Python code to simulate medical camera behavior in OR settings
- Built advanced form management flow using Lovable for a cybersecurity platform-empowered admins with drag-and-drop form builder
- HTML/CSS · WCAG Accessibility · UX Research · Prompt Design · GenAI tools (Lovable, Figma Make)
- Behavioral UX · Design Ops · Cognitive Psychology · Cross-Functional Leadership · AI-Augmented Workflows