

Melissa Casole

UX/UI Designer

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About Me

AI-driven UX Design Leader with 20+ years of experience across healthcare, cybersecurity, and enterprise SaaS. My current focus is advancing **AI-powered interaction design**—leveraging tools like **Cursor, Figma Make, and Lovable** to accelerate prototyping, streamline workflows, and create adaptive, human-centered experiences.

I've scaled design systems, led global teams, and delivered native mobile and enterprise platforms that balance usability, performance, and accessibility. By working closely with development leaders and applying hands-on expertise in HTML/CSS/JS and WCAG standards, I bridge design and engineering, while using Figma, ProtoPie, and AI tools to deliver highly functional prototypes that are tested with users—reducing discrepancies between design and production.

Passionate about mentoring and stakeholder alignment, I thrive on turning complexity into clarity and making design a driver of product excellence.

Professional Experience

Sr Designer and UX Manager | Sept 2020 – Present

First Advantage

- Defined and scaled the company's first and third design system design direction, integration strategy, reducing UI debt and aligning over 150 components across React, Angular, Vue and Web.
- 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 design system sprints with engineering deliverables, 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.

Contract Senior UX Designer | Mar 2020 - Sept 2020

Agile Thought

- 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.

UX Engineer | Oct 2018 - Mar 2020

Mediagistic

- Designed and prototyped AI/ML-driven software for dynamic ad delivery.
- Bridged design-to-dev handoff by developing front-end prototypes in HTML/CSS/JS.
- Led and created marketing deliverables with Figma and After Effects.

Senior UX Designer | May 2017 - Oct 2018

Inspirata

- Designed digital cancer diagnostic software for pathologists that leveraged AI/ML workflows.
- Worked alongside data scientists and engineers to understand best implementation methods between analog and digital prognosis'.
- Conducted formative testing to uncover and solve workflow bottlenecks.
- Designed UI and built the front-end code that was later used in collaboration with the lead front-end engineer.

Lead UX Designer | Jun 2016 - May 2017

MarineMax

- 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%.

Consultation Experience

Independent UX Consultant — Various Clients (Ongoing)

Partnered with global brands and enterprise organizations to deliver design leadership, user experience strategy, and product innovation. Key engagements include:

- **Arthrex** – Designed and created highly advanced prototypes for embedded software interfaces. Migrated UI from Sketch to Figma and then built design systems for each medical software product to expedite future UI design and implementation.
- **Saviynt** – Enhanced identity governance and cybersecurity platforms with AI-driven dashboards, form builders, and accessibility-focused UX improvements. Utilized

Figma, Lovable and Cursor to create the demo environment for usability testing.

- **Wavicle** – Designed and built a UI dashboard library that included 20+ themes used to pitch and win client business across verticals such as medical, automotive and industrial. Designed client software leveraging the portfolio aesthetics and incorporating AI-enhanced design approaches when requested.
- **InfoTrust** – Designed analytics dashboard concepts that simplified complex data for enterprise users, aligning visualizations with business intelligence goals and executive reporting.
- **RxBenefits** – Created healthcare benefit management flows and dashboards, improving usability for HR administrators and employees managing prescription benefits.
- **Warner Media** – Contributed to entertainment-focused digital experiences, refining media platform usability and elevating cross-platform engagement through interaction design.
- **Amwell** – Designed telehealth interfaces that improved patient-provider interaction, streamlined appointment flows, and aligned with healthcare compliance and accessibility requirements.
- **Purina** – Designed consumer-facing digital assets and landing pages, improving customer engagement and product discovery for global e-commerce.
- **New Balance** – Designed native mobile and web products, streamlining online shopping flows and elevating brand experience.
- **Maritz** – Led UX improvements in B2B incentive and engagement platforms, optimizing workflows for enterprise clients. Designed and developed client landing pages with HTML/CSS/JS.

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

AI in UX & Emerging Tech

- AI-augmented design, prototyping & workflow generation
- Prompt design for UX and AI integration
- GenAI tools: Lovable · Figma Make · Cursor · Claude
- Applied cognitive psychology + AI for human-centered design

Design Systems & Prototyping

- Design systems: Component creation · Figma variables & tokens
- ProtoPie & ProtoPie Studio for advanced interactions
- Unity & hardware-software prototyping

Advanced Hardware Integration

- Arduino with assisted C++ integration for medical camera prototypes
- Cross-platform integration of Arduino boards and sensors to create UX prototypes

Front-End & Accessibility

- HTML · CSS · jQuery
- WCAG accessibility compliance · FDA/ISO standards

UX Strategy & Leadership

- Behavioral UX & Cognitive Psychology applied to design
- UX research & testing
- DesignOps & cross-functional leadership
- Designer mentorship to advanced skills and methods
- Project management, process and protocol enhancement to improve implementation practices across teams