

Dear Sir / Madam,

As an experienced Senior Product Designer, I have been primarily working to manage teams that create and evolve valuable assets for well-known businesses in a variety of industries. With an established career in Consulting for Technology and Marketing, evolving brand strategy and preparing products or services for sale in the marketplace has become my passion.

Formulating strategically positioned, instantaneously recognisable identities, delivered in line with budgets and tailored to the particular needs of my client are areas where I feel unparalleled. When creating customer journeys, planning functional and intuitive experiences, structured visual thinking and evolving brand strategy has become my passion.

Within the advertising, e-Commerce and Retail sector, some of my clients include, The Evening Standard, House of Fraser and Westfield Shopping Centre. Within Consulting in Technology and Marketing I have worked with The Home Office and Dunnhumby - the world's first and leading Customer Data Science company, where some of my international clients include Tesco, Kroger, Macy's and Shell.

Educationally, I have studied UX Training, for Product Design, Consulting and Research with Nielsen Norman Group, a course that primed me with an in-depth understanding of Human Computer Interaction, Information Architecture and User Experience methodologies. Prior to this, I received a Bachelor of Arts with honours, in Digital Design, from Kingston University. Here I formed an excellent foundation in the conceptual and practical aspects of design thinking.

I continue to attend courses where I expand my network and keep my knowledge up to date. In 2012, I won an award to have a project exhibited at the Whitechapel Gallery and my work received press coverage from The BBC, The Guardian, The Observer and The International Business Times.

I would greatly appreciate the opportunity to use the skills and experience I have developed through these years, to re-energise your environment and make a real difference at your company. Please find attached my Curriculum Vitae and I look forward to hearing from you soon.

Yours Sincerely,

Melinda Gracias

Melinda Gracias

Senior Product Designer

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Profile

An experienced Senior Product Designer, highly skilled in visual, interaction & systems design processes. Able to introduce new products, enhance customer experience in competitive industries, gain business from the competition and promote knowledge of products and services to build a loyal clientele. Working with and learning from, some of the best in the business across a range of industries most recently in Consulting for Technology. Highly experienced in all aspects of UX, UI and Product Design to improve brand performance and communications.

Professional Experience:

Altiquin

Senior Product Designer
UX & UI

Consulting,
Education Industry
(January 2023
- Present)

Responsibilities;

- Work with visual design systems to create and update branded tool kits and digital assets. Demonstrating awareness of previous and existing brand guidelines.
- Develop visual online presence and print presence, to include the website, advertising, digital communications and social media presence.
- Manage CMS and grow client relationships, evaluating and optimising existing advertising templates accordingly.

Achievements;

- Established and maintained usability metrics. Explored and validated new creative formats, standardising approach where necessary.
- Produced designs in keeping with the overarching design language, making best use of design systems where possible.
- Successfully collaborated with peers in Product and Commercial to work within time, budget and tech constraints keeping ahead of the ever-changing digital landscape.

Hexagon

Senior Product Designer in
Marketing

Consulting, Technology,
Data Science Industry
(Contract January
- December 2022)

Responsibilities;

- Collect and collate user research, conduct qualitative and quantitative data analysis, to review customer feedback in focus groups.
- Use problem-solving skills, having familiarity with technical constraints as they apply to designing for multiple platforms.
- Manage stakeholders, working from concept to final product using knowledge of industry tools such as Figma, Adobe Creative Suite Illustrator, Photoshop, In Design and Microsoft Office.

Achievements;

- Successfully produced detail orientated, high-quality digital products using an understanding of the industry and a working knowledge of content management systems, design systems, UX and UI.
- Management of current on-line brand and content, planning updates for product design and campaigns effectively keeping up with Agile sprints and time lines.
- Managed and improved online content, planning, content creation and strategy on social media channels, delivering cutting-edge products to over one million digital subscribers daily.

Premier NASM

Fitness and Nutrition
(January - December 2021)

Year out over the lock down to complete studies in fitness and nutrition courses to support an interest in health and personal development.

Success Resources

Senior Product Designer
in Marketing

*Fin-tech, Technology,
Education Industry
(Contract July
- December 2020)*

Responsibilities;

- Demonstrate understanding and knowledge of advertising best practices on digital products, consistently exceeding monthly and quarterly quotas.
- Manage the brand guidelines within projects across the business through excellent time management.
- Visually communicate the strengths of concepts or the features of products and applications.

Achievements;

- Effectively applied strong understanding of user journey, communications strategy, marketing and branding principles to ensure successful finalised designs.
- Completed page build aligning to UX research, templates and brand guidelines for web pages using wire framing and Adobe Creative Suite.
- Successfully completed evaluation of user motivations and movement within the optimal scope of the application's features.

Brunel University

Senior Product Designer
UX & UI

*Education Industry
(Contract July
- December 2019)*

Responsibilities;

- Effectively worked across divisions to identify value propositions from each brand that inform the corporate websites, social media and marketing strategies.
- Development of our visual online presence and print presence, to include the website, university intranet, digital communications and educational publications.
- Work with highly disciplined approach to design processes, facilitating weekly training workshops and coaching to set up best practices.

Achievements;

- Proficient in Figma as well as hand drawing for ideation and wireframing used to create, build, and maintain the design system UI component library.
- Successfully improved online content, design and image management for brand content creation and maintenance of website and social media channels.
- Nurtured customers towards success using CMS systems improving renewal rate by 54% from an average of 25%

AEY Media

Senior Product Designer
UX & UI

*Marketing Consultancy
- Marketing Agency
(January 2016
- March 2019)*

Responsibilities;

- Propose and implement new product design ideas to increase overall sales.
- Drive growth marketing strategies to small and medium-sized businesses.
- Develop design strategy to open new prospective markets and develop marketing strategies based on customer demands, life cycles and competitors analysis.

Achievements;

- Identification of user's primary needs, tasks and sub tasks, enabling the efficient achievement of end goals, increasing the revenues from premium packages 42%.
- Increased the customer base by +300%, from 500 to over 2,000 accounts through strategic positioning of products targeting markets with effective design, brand and paid advertising campaigns.
- Recognized for achieving 115% of quota versus 82% through construction of subsequent interactive structures detailing usability and functionality.

Education:

2005 Bachelor of Arts in Digital Design, with honours, Kingston University, Surrey UK

2001 A Levels in English Literature, Art, History, Digital Design, Saint Mark's School, London UK