

# Melissa Rossi

## UX/UI Designer

With a decade of design experience and nearly four years as a Lead UX/UI Designer specializing in driving impactful, user-centered solutions. I began my career in interior design, where I first learned the importance of user empathy. I now specialize in creating intuitive, user-centered experiences for complex SaaS applications.

## Portfolio

[melissa-rossi.com/home](https://melissa-rossi.com/home)

## Skills

- User-Centered Design
- Design Systems Development
- Information Architecture
- Cross-Functional Collaboration
- User Research
- Wireframing
- Prototyping
- Usability Testing
- Feature Development
- SaaS/CMS Design
- Visual Design
- Figma

## Contact

[melissarossidesign@gmail.com](mailto:melissarossidesign@gmail.com)

## Experience

### Lead UX/UI

#### AHEAD (March 2021 - Present)

- Led the design and enhancement of 'Hatch,' an IT lifecycle and data management platform, significantly boosting user adoption and operational efficiency.
- Developed and refined features such as Quotes & Proposals, Order Management, Logistics, Sites, Projects, Asset Details, Marketing Teasers, and Dashboards, enhancing user experience and functionality.
- Designed and implemented 'Unity,' a PIM system for centralized SKU management, integrating data from multiple Salesforce systems post-acquisition, streamlining data entry processes and improving data accuracy.
- Replaced Excel-based workflows with automated solutions, enhancing efficiency and reducing errors.
- Established and maintained design systems, ensuring consistency across all digital products to reduce development.

### Freelance

- **Vitame:** Redesigned the user interface for a college prep app, enhancing navigation and user experience.
- **AIRBOOK ONE:** Led the design of a private jet rental platform, delivering high-fidelity prototypes across multiple devices.
- **Confiz:** Consulted for Walmart, improving user issue reporting, and redesigned a corporate intranet pilot based on user testing insights.

### Junior Interior Designer

#### Aria Group (Jan 2018 - Sep 2019)

- Produced and developed early concept and design phases, sourced materials and created specification books, schedules and construction documents.

## Education

### UX Design Certificate

Career Foundry (2020)

### Master of Interaction Design

Institute for Advanced Architecture of Catalonia (2017)

### BFA Interior Design

Virginia Commonwealth University (2015)