

MELANIE PANEM

melaniepanem@pm.me
melaniepanem.com

PRODUCT DESIGN
E-COMMERCE UX/UI
CONTENT/WEB MARKETING

FORMAL EDUCATION

Associates of Science: Graphic Design
Certificate: Web Design
Certificate: Web Development
Certificate: Computer Programming
West Valley Mission College - 2018

Bachelor of Arts: Psychology
Minor in Criminal Justice
San Francisco State University - 2010

- Magna Cum Laude
- Psi Chi Honors Society
- T.A. to Professors Alex Gerould & Nils Moe

JOB SKILLS

Design / Marketing

- Figma design / Sketch
- Adobe XD / Photoshop / Indesign / Illustrator
- Multiple instagram microinfluencer accounts
- Online content creation experience
- Google Analytics / Crazyegg
- Wordpress CMS / WooCommerce
- Contentful / Drupal / Builder.io CMS

Development

- HTML5 / SCSS / CSS
- Vanilla Javascript / JQuery / ECMA 6
- Git Version Control / Command Line / VIM
- Bootstrap / Foundation CSS Frameworks
- Atlassian Jira / Confluence / Bitbucket
- Beginners React JS / Beginners Python

PROFESSIONAL EXPERIENCE

Founder & Creative Director

MPowheard Agency | MPowheard.com

December '20–April '24 (3 years 5 months)

- Digital services consulting and education agency involving website design, development, and general marketing.
- Analyzed operations to evaluate company performance and to determine areas of potential improvement.
- Developed and implemented strategic plans to increase revenue, streamline operations, and improve customer experience.
- Represented organization and promoted objectives at networking events.
- Built strong relationships with customers by providing exceptional service throughout the entire customer journey.

Technical Web Producer

Quicken Inc. | Quicken.com

November '21–March '24 (2 years 5 months)

- Designed and developed responsive, customizable animated blog promotion elements via repeatable shortcodes that increased visitor conversion by over 175%.
- Iteratively designed and help test high-converting landing pages for email campaigns and organic traffic.
- Designed subtle, low-frame count, animated software feature images for product highlight content blog posts.
- Managed the merge of two brand blogs at <https://quicken.com/blog> (Simplifi + Quicken) which involved migrating 700+ blog articles off of Drupal and onto WordPress, as well as iterating design and user experience improvements on the current child theme.
- Managed the standards, naming conventions, and documentation for the efficient and enjoyable use of a new web CMS system, Contentful.

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PROFESSIONAL EXPERIENCE *(continued - 2/3)*

Technical Web Producer *(continued)*

Quicken Inc. | [Quicken.com](https://www.quicken.com)

November '21–March '24 *(2 years 5 months)*

- Setup custom project and issue-type specific automation rules in Atlassian JIRA Cloud using smart values with time and date logic, conditional statements, and a variety of triggers.
- Collaborated to create standard web design to development hand-off and deliverables, including Figma responsive mock specifications and Atlassian JIRA ticket details/structure.
- Frequently added to and re-organized the content of web, product, general marketing documentation and training materials within Atlassian Confluence.
- Provided training and support to internal teams on web-related topics as needed.
- Developed and managed website content to ensure accuracy, consistency, and optimization.
- Collaborated with development team to complete full scope of web projects.

Web Development Online Instructor

LinkedIn Learning | [LinkedInLearning.com](https://www.linkedin.com/learning)

June 2020–December 2021 *(1 year 7 months)*

- Created instructional content and video courses for LinkedIn/Lynda Learners
- Synthesized and converted concepts and technical information into clear terminology and materials for students.
- Promoted creativity through hands-on projects that encouraged problem solving skills.

January 2021: Create a Quick, Clean, and Cheap Website with Bootstrap Templates

September 2021: Ditch Your Git GUI: Customize Your Terminal

Interactive Web Development Specialist

Credit One Bank | [CreditOneBank.com](https://www.creditonebank.com)

August 2019–April 2021 *(1 year 9 months)*

- Developed customized web solutions for corporate requirements, utilizing HTML, SCSS/CSS, JavaScript, JQuery, and PHP.
- Participated in meetings with senior management teams to discuss progress on projects.
- Demonstrated ability to manage multiple tasks while remaining adaptable and flexible.
- Troubleshoot minor problems and reported larger technical issues.
- Participated in ongoing training to enhance own job skills and knowledge.
- Focused on learning new skills and staying updated with industry changes.
- Partnered on UX project to improve efficiency and ease of access to customer support documentation across customer services portal on Microsoft SharePoint.

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PROFESSIONAL EXPERIENCE *(continued - 3/3)*

Principal Product Designer

Recollect Systems Inc. | [ReCollect.net](https://recollect.net)

January 2018–July 2019 (*1 year 7 months*)

- Ensure ReCollect products have an intuitive user experience through data driven interface design.
- Optimized existing product features using A and B testing methods.
- Implemented accessibility standards into design processes and workflows.
- Provided guidance on user experience best practices throughout projects lifecycle.
- Developed interactive prototypes for usability testing.
- Validated product ideas through surveys and interviews.
- Modified and refined designs using working models to conform with customer specifications, production limitations, and changes in design trends.
- Documented detailed specifications for frontend engineers to implement designs.
- Designed wireframes, mockups, prototypes, and other visuals to communicate design intent.
- Conducted research and analysis of customer feedback to inform design decisions.
- Performed quality assurance tests prior to releasing products publicly.
- Supported product development by utilizing VIM on command line interface, and completing frontend work with JavaScript, HTML, SCSS and CSS.

Document Design Engineer

RealPage Inc. DBA [On-Site.com](https://on-site.com)

October 2013–November 2017 (*4 years*)

- Created and maintained dynamic applications, leasing documents, and landing pages using XML, HTML, CSS, SQL, Javascript, Java, and GIT.
- Organized multiple development projects concurrently while meeting tight deadlines.
- Implemented and tested design solutions.
- Partnered on creating script macros, or reusable snippets, for the team to utilize across workflows.
- Partnered on specific UI/UX projects, including a client-facing forms web tool as well as a JIRA API-based internal company statistics website.
- Provided technical support and guidance to junior design engineers and technicians, fostering their professional growth and development.
- Participated in SCRUM meetings to align the team on current work and unified goals.
- Met deadlines while maintaining high-quality deliverables.
- Sought continuing education opportunities to stay current with industry trends.