MELISSA SIRIKASEM

Product Designer

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EXPERIENCE

Product Designer
Scalable Inc
Jul 2018 - present

- Generate $2 million in monthly revenue and increase conversion rate by 4% within three months of launching the "Personalized Text" feature on Chip product.
- Convinced stakeholders to prioritize user testing as part of the design process to deliver more user-centered solutions.
- Enable merchants to create customizable views with a new interface designed around semantic UI concepts to avoid the engineering complexity required to create novel interface components.
- Oversee UX/UI for Chip e-commerce, leading to more satisfaction in sell-side, buy-side, and customer success platforms based on real user feedback.
- Led cross-team collaboration, including aligning product strategy with product managers, communicating design to engineers, and working with the QE team on quality assurance.

UX/UI Design Intern
MyTime
Jul 2017 - Jul 2018

- Built and delivered wireframes, user flows, and high fidelity prototypes for MyTime scheduling software.
- Created responsive landing pages including marketing campaign pages, product case studies, and a redesigned company website.
- Designed team management features, inventory management features, and the consumer booking experience, within the services provider business unit.

Design Intern
Accomplice.io
Jun 2015 - Aug 2015

- Designed responsive marketing landing pages.
- Developed visual identities for marketing field guides that targeted different audiences.

Technical and Graphic Designer
Toppan Excel (Thailand)
Aug 2010 - Nov 2011

- Designed and developed pop-up book structures and paper models for local and overseas clients.
- Approved layouts and color specs for mass-production print projects.

SKILLS

UX Design, UI Design, Product Strategy, Interaction Design, Information Architecture, Prototyping, Wireframing, User Research, Usability Testing, Project management, Use cases, Competitive Analysis, Facilitator, HTML/CSS

SOFTWARE

Figma, Sketch, Invision, Fullstory, Illustrator, Photoshop

EDUCATION

MA Graphic Design & Digital Media
Academy of Art University
2013 - 2017
San Francisco, CA (United States)

BFA Product Design
Srinakharinwirot University
2006 - 2010
Bangkok (Thailand)

RELATED TRAINING

Design Sprints Masterclass
AJ&Smart
Dec 2020

UX Foundations: Usability Testing
Lynda with Chris Nodder
Jul 2019

Gamification for Interactive Learning
Lynda with Karl Kapp
Oct 2018

LANGUAGES

English, Thai