

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.

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

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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)