

Melina Grant

Product Designer | UXC

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RECENT WORK EXPERIENCE

Associate Vice President, UX Designer | Synchrony Financial

Aug 2023 - Present

- Led UX on two products: Unifi (merchant) and Card Access
- Led UX research to refine merchant and customer experiences
- Mentored two colleagues: a junior designer and program manager
- Designed and led usability studies and results analysis
- Performed competitive analysis and usability testing
- Synthesized and presented research readouts
- Collaborated with various stakeholders, including: marketing, sales, product, engineering, and legal departments
- Company representative at Figma Config 2025 and 2026

Product Designer | Mayvenn

Nov 2022 - Jul 2023

- Led design of a new eCommerce shopping experience, owning project from concept to delivery
- Established a design system with a senior product designer
- Co-led open-ended design exploration for a new business venture; shaped the problem space and developed early concepts
- Streamlined marketing-to-engineering hand-off by creating a centralized asset repository
- Gathered field research data for in-store retail experience, contributing to affinity diagramming and synthesis

Designer & Energy Program Associate | Olivine, Inc.

Apr 2021 - Nov 2022

- Solo UX/UI designer across web and native mobile app experiences, owning designs from concept to launch
- Owned UX and UI design for the ClimateResponse® app (mobile and desktop), a program with over 3 million customers
- Created and led adoption of a design system
- Directed UX and UI design and implementation for a full company website redesign
- Designed UX and UI for commercial, industrial enrollment flows
- Organized competitive analysis and information architecture

Experience Continued on Next Page

EDUCATION

University of California, Berkeley

B.S., Environmental
Economics and Policy

CERTIFICATIONS

Nielsen Norman Group

UX Certification (UXC)

Designlab

Strategic Business Acumen
for UX Designers

The Interaction Design Foundation

Information Visualization
Formal Design Methods:
Formalism and Design

SKILLS

Usability Testing
Competitive Analysis
Design Systems
Journey Mapping
User Flows
Information Architecture
Communication
Problem-Solving
Project Management
AI Prototyping & Research
Data Analytics

SOFTWARE

Figma
UserZoom
Sketch
Adobe XD
Miro

UX & UI Designer (Consultant) | ImageMagica

Nov 2020 - Dec 2020

- Led UX research and design for a photography course website
- Developed project timeline and scope of design project with client
- Delivered high fidelity wireframes of online course flow

UX Designer (Consultant) | Horizontal

Sept 2020 - Oct 2020

- Collaborated with a team of three to deliver UX research and wireframes for the Tella app
- Consulted with experts in the fields of cybersecurity and journalism to understand user needs

Web Designer (Consultant) | LOAK

Aug 2020 - Nov 2020

- Managed a two person team for the ideation, design, and development of the LOAK website
- Utilized Shopify Liquid, HTML/CSS, and JavaScript
- Coordinated design and development with CEO

Business Consultant (Consultant) | Peak6

Aug 2020

- Worked with a small team to develop a mobile app business plan to expand Poker Power, an initiative to improve women's confidence and strategic thinking through poker

Customer Experience & Stakeholder Affairs Intern | CAISO

June 2020 - Aug 2020

June 2019 - Aug 2019

- Led the design and development of the internal Customer Readiness and Stakeholder Affairs department homepages
- Implemented homepages in SharePoint using HTML/CSS
- Developed survey for customers to submit requests for internal systems improvements
- Assisted development of educational materials for new customers