

Melissa Cameron

Senior Product Designer

Skills

Melissa Cameron

Mobile - 07585600265

Email - mcameron093@gmail.com

Website - www.mcamerondesign.co.uk

Crafting Instagram - @honeyjargifts

My work utilises a background in Industrial design with technology and user-centred design thinking and processes. I currently work as a Product (digital) Designer, where I am responsible for all phases of the UX process, from ideation and concept development to wire-framing and prototyping.

When I am not designing, I love to illustrate and make crafts. I currently have an Etsy shop selling items from soaps, to candles and prints I have drawn myself.

I have experience designing iOS, Android, Web Landing Pages and Dashboard systems. My core skills are:

- UI/UX - Sketch App - Photoshop - Figma - InVision
- Wireframing - Invision - Axure
- Prototyping - Invision - SketchApp - Figma
- Collaboration - InVision - Slack - Jira - Zeplin
- User Testing - Moderated in House - UserTesting.com - SUS scores - Usabilla

Experience

Photobox Group UK - Senior Product Designer

July 2019 - Present - London, UK

Product designer focused on delivering high-quality customer-facing products. Carrying out usability studies to help build hypothesis, and customer retention strategies through various methodologies such as heuristic analysis, usability testing & other methods. Working closely with the analytics team to discover customer behaviors, usability issues to support work to increase customer conversion and AoV. Supporting a team of 12 developers to collaborate and iterate in fast-paced design-build cycles, launching A/B tests and signing of QA before build release. This year after a comprehensive customer insight strategy and A/B testing approach we were able to drive experience and revenue upside throughout the project. This has resulted in +33% AoV, -50% creation time and +5.5pp better conversion.

Quander - Product Designer

January 2018 - January 2019 - London, UK

Sole designer for a tech agency specialising in the events industry and SaaS Platforms. Creating bespoke experiences for companies such as Google, NBA, and Sky and many more. Roles included project planning, brand creation, wire-framing, sketching and prototyping.

Seventy Agency - Interaction Designer

August 2017 - January 2018 - Stockholm, Sweden

Interaction Designer for an agency based in Stockholm. Designing various concepts for large Scandinavian companies such as Blueair, NIBE and many more. Roles included information architecture, finalised designs for mobile applications, sketching for client presentations and organising focus groups and workshops.

W12 Studios - Product Designer

January 2017 - August 2017 - London, UK

Creative designer specialising in digital product design for blue-chip companies such as Verizon, Red Bull and NBC. Roles include sketching for concept and for client liaison, product creation and UX design

Education

The Intrapreneurs club

2020 Accelerator Programme

Brunel University - Industrial Design & Technology

2:1 Ba Hons

Redborne Upper School - A-levels

3 A- B's

Redborne Upper School - GCSE's

11 A - C's

References

Photobox - tombown@hotmail.co.uk

Quander - amy.dudden@avantra.com

