Melissa Easker

UX Designer | Product Designer

715.218.8359
melissa.easker@gmail.com
www.easkercreative.com
linkedin.com/in/melissaeasker

EXPERIENCE

i3 Product Development
Sun Prairie, WI
Sept. 2016 - Present

Senior UX Designer

- Collaborate with cross-functional teams of engineers, developers, product owners, and client stakeholders to develop new Internet of Things (IoT) products & digital experiences.

- Work directly with clients to understand business needs and deliver UX and UI deliverables following a Design Thinking methodology.

- Have acted as Lead Designer for independent entrepreneurs as well as Fortune 500 clients with project budgets over $100k.

- Conduct user research to translate key insights into tangible features and requirements for new products including those for native iOS and Android as well as responsive web applications.

- Experience working within Agile teams and prioritizing features on a dual-track schedule to combine actionable research insights & iterative design into development sprints.

- Led internal initiative in 2022 to redesign company website and redefine our brand values in pursuit of elevating the business's reputation as a premier provider of complete product development services.

Marshfield Clinic
Marshfield, WI
Jan. 2013 - Aug. 2016

Visual Designer

- Acted as Design Lead for Provider Transparency initiative in 2016.
  Responsibilities included gathering and prioritizing business requirements, facilitating usability testing sessions, and delivering final mockups specified for development. The results of this work are seen on the company website by an average of 2,000 visitors each month.

- Created digital media for key clinic programs including virtual visits, online appointment requests, and monthly marketing campaigns.

- Collaborated closed with team members to conceptualize the design and provide mockups for implementation on web-based applications.

- Designed and implemented UI elements such as icons, logos, web forms, and page layouts for multiple business partners.

- Maintained marshfieldclinic.org website using SharePoint 2013 for content authorship and web part updates.

Working Pathways Inc.
St. Paul, MN
May 2011 - Dec. 2012

Designer/Front-End Developer

- Developed front-end web layouts using HTML/CSS to meet specifications from mockups supplied by clients.

- Built HTML emails and tested for cross-browser compatibility.

EDUCATION

University of Wisconsin - Stout
Menomonie, WI
2008 - 2013

Bachelor of Fine Arts - Graphic Design

Minor - Business Administration

SKILLS

Adept at conducting **user research** and presenting findings through deliverables such as service blueprints, journey maps, competitive analysis, and usability reports.

I create **wireframes** at varying levels of fidelity and enjoy **prototyping** design ideas.

I have some **front-end coding** experience and value working with developers & product teams to turn concepts into truly functional experiences.

TOOLS

Figma

Sketch

InVision

Abstract

Usability Hub

Optimal Workshop

Jira, Confluence

Adobe Creative Suite

HTML/CSS

Wordpress + Elementor

CERTIFICATIONS

UX Certification
Nielsen Norman Group, April 2016

Digital Marketing Specialization
University of IL Urbana-Champaign via Coursera, February 2016

RECOGNITION

Graphic Design USA Award Recipient
Website Design for Marshfield Clinic and Shine365 Blog, 2016