

Philip Melito

Senior User Experience Designer

I believe in a thoughtful and creative user experience that exceeds the expectations of the audience. I'm seeking the opportunity to share my 18+ years of interactive design know-how and leadership with an innovative and vibrant company.

Expertise includes



Leading research into end user needs and synthesizing that into actionable themes and objectives.



Fostering strong client relationships to identify requirements.



Understanding and communicating the competitive landscape and technical limitations.



Planning, organizing, and resourcing for complex project requirements.



Presenting concept solutions through storytelling, architectural diagrams, and wireframe prototypes.



Defining interactions, user interface layout, and design patterns for development.



Guiding user testing by conducting and evaluating studies to understand and improve the user experience.



Mentoring and motivating team members to deliver superb creative work.



Advocating usability principles by establishing UX guidelines and best practices documentation.

Toolset

- Requirements Definition
- Information Architecture
- UX & UI Design
- Storytelling Diagrams
- Wireframe Prototypes
- High fidelity Mock-Ups
- User & Market Research
- Persona Creation
- Usability Testing
- HTML (advanced)
- CSS3 (intermediate)
- JavaScript/jQuery (basic)
- Motion Graphics
- Copy Editing
- Illustration
- Audio Recording

Portfolio

www.philmelito.com

Education

University of Texas at Austin
Bachelor of Arts in Studio Art

University of Maryland, Munich Germany
Art History

Senior User Experience Designer (freelance) | April 2015 - present**TabbedOut** | **Razorfish** | **Somnio Solutions** | **eBay Enterprise**

- Collaborated on the user experience for enterprise and consumer web/mobile applications.
- Worked with product management, developers and marketing to improve existing product features.
- Researched the competitive landscape, market trends and target audience needs.
- Articulated design requirements through storytelling diagrams and annotated wireframes.
- Successfully delivered UX documentation within tight project deadlines.

Product Design Director | **Cooking Planit** | November 2011 - March 2015

- Spearheaded the discovery phase focusing on market research, personas, feature mind maps, development schedule, social media plan and revenue streams which in turn secured \$2.3million in private funding.
- Prototyped application features and evaluated usability with test audiences.
- Articulated UX interactions, UI layout, and design patterns to ensure a consistent experience across all platforms.
- Drafted content requirements for recipe contributors and bloggers.
- Successfully doubled enrollment through an easier registration process and guided tutorial.

Interactive Design Director | **NAKA Media** | May 2010 - March 2011

- Fostered ongoing client relationships to facilitate design requirements and design solutions.
- Led UI/UX efforts on consumer-facing digital applications for large enterprise clients including Dell and Comcast.
- Successfully landed new business worth \$300k and expedited the hiring of team resources.
- Built proof-of-concept prototypes that secured project approvals.

Creative Services Consultant | **Stratus Properties** | August 2008 - February 2010

- Managed marketing budgets and strategy for over 500 residential and commercial real estate properties.
- Led development for multiple websites including Barton Creek, Avalon Realty, Stratus Properties and the W Hotel.
- Created dynamic maps of the Barton Creek neighborhood with current listing availability and information.
- Coordinated efforts with vendors to create print collateral, advertising, environmental graphics and photography.

Creative Director and Partner | **MelitoKagan** | April 2005 - August 2008

- Pitched and won over \$250k worth of new business for Google Earth, Public Strategies, Drive Clean Texas, Stratus Properties, Rouge Running, Tacodeli, Austin Java, Durango Doors and Moonshine Grill.
- Managed, mentored and motivated a team of designers, developers, writers and contract talent.
- Organized complex project requirements by drafting discovery documents and new feature specifications.
- Successfully designed and organized the entire marketing campaign and event materials for the Texas Hill Country Wine and Food Festival and the Texas Advocacy Black & White Ball.

Interactive Designer & Art Director | August 1994 - August 1999**frog** | **Methodologie** | **SicolaMartin** | **Tocquigny** | **Freelance**

- Designed websites, product demos, banner ads and motion graphics for 3M, Adidas, Administaff, bSquare, Citrix, Dell, Ford Motor Company, Hoover's Online, Intermedics Orthopedics, IBM, Microsoft and, SAP.
- Worked in collaboration with Human Code, Sherry Matthews Advocacy Marketing, Elephant Productions, Bradfield Martino, Makos Advertising and Austin 360.