

CONTACT

<https://www.melissadryer.net>
[linkedin.com/in/melissandryer/](https://www.linkedin.com/in/melissandryer/)
melissandryer@gmail.com
317.437.7147

EDUCATION

FALL 2015

SPRING 2017

MASTERS

HUMAN COMPUTER INTERACTION

Indiana University Purdue
University Indianapolis
School of Informatics

FALL 2007

SPRING 2011

BACHELORS

VISUAL COMMUNICATIONS

Indiana University Purdue
University Indianapolis
Herron School of Art

SKILLS

DESIGN

Photoshop
Illustrator
InDesign
InVision
Sketch
Balsamiq

UX RESEARCH METHODS

Persona
Wire Framing
Storyboarding
Prototyping
Contextual Inquiry
Affinity Diagramming
User Testing

CODING

HTML / CSS
AmpScript

SOFTWARE

Dreamweaver
SFMC Certified

MELISSA DRYER

Based in Indianapolis with over eight years of design experience ranging from designing in print, UX, product, web, email, and apps. I am also passionate about conducting UX research methods, analyzing data, and implementing solutions. Last but not least, I thrive in a collaborative environment!

WORK EXPERIENCE

SALESFORCE — ANALYST, EMAIL MARKETING

May 2015 - present

- Design, code, test and deploy emails for internal clients using Salesforce Marketing Cloud
- Ensure emails are mobile responsive across all email clients using HTML and CSS media queries
- Support and manage internal stakeholders such as Marketing Cloud, Commerce Cloud, Pardot and Retail as an email consultant providing email best practices
- Work cross-functionally, managing approvals, and timelines for internal stakeholders
- Analyze email metrics quarterly and provide feedback to clients
- Find email marketing coverage gaps to address the gap with the goal of increasing leads or improving database quality
- Create strategy for clients to ensure successful engagement rates
- Partner with creative and campaigns team to enhance content
- Build and manage data segments and audiences for clients using Salesforce Marketing Cloud
- Create AB test for emails to drive content decisions

CENTRAL RESTAURANT PRODUCTS — DESIGNER

April 2013 - April 2015

- Designed catalog covers, catalog page layouts, product packages, and emails using Adobe Suite
- Designed and developed landing pages using HTML/CSS and testing results
- Managed and designed new product page using UX methods such as secondary research and AB testing
- Designed and coded client login pages while staying on client brand and managing design constraints
- Maintained and updated company website and product image repository

GLOBAL GIFTS — GRAPHIC DESIGNER

2012-2013

- Designed various Ads for Nuvo, Urban Times, Annual Manual and Where magazine
- Designed holiday mailers and store signs