

# RIANA M. MELENDEZ

✉ rianamelendez@gmail.com

📞 (619)-519-8136

## SKILLS

User research  
Data analysis  
Content writing  
Wireframing  
Prototyping  
Testing

## TOOLS

Sketch  
InVision  
Axure  
Illustrator  
Photoshop  
InDesign  
WordPress

## EDUCATION

University of Florida  
B.A, Journalism  
Minor: International Studies  
08/2012-12/2015

## EXPERIENCE

### User Experience Architect, TPN Retail

11/2018-Current | Chicago, IL

Responsible for UX strategy, testing and design within TPN's digital team. Leveraging retail technology online and in-store to reach our CPG clients' target shopper while taking into account the omnichannel experience. Collaborates across planning, client services, creative and development teams to design solutions that reach our customers at the point of purchase to "make the buy happen".

### User Experience Designer, Fusion92

10/2017-11/2018 | Chicago, IL

Responsible for designing services, software and platforms that make people's life easier through a combination of research, analytics and creative thinking. Collaborated with many disciplines in the organization to help bring solutions to the market that delight users and deliver business results for clients.

### Executive Assistant, Design Forward

03-05/2017 | San Diego, CA

Assisted Design Forward, a design nonprofit, with the preliminary planning of its first annual event bringing together 500-700 designers, civic leaders and industry innovators to explore how human-centered design has the power to drive San Diego's economy. Served as a liaison between the event's co-chairs and its sponsorship, marketing and experience committees to ensure deadlines and next steps were clearly understood throughout the planning phase.

### UX Designer, DESIGNATION

07-12/2016 | Chicago, IL

Attended a 24-week design program pairing UX/UI design apprentices with Chicago-based companies. Worked within agile design teams to develop and execute research strategies to inform design decisions; designed and tested low- to mid-fidelity desktop and mobile prototypes; and presented final designs to clients. Clients included:

#### **1871, a Chicago-based startup incubator**

Redesigned the portal allowing members to access and utilize exclusive resources. Goal was to solve accessibility issues, address user needs, increase daily member engagement and parallel the experience on the portal and within the physical space. Work focused on conducting user research and usability testing the existing site; concept testing new ideas; and delivering final annotated wireframes. Worked alongside 1871's brand director and a third-party dev team.

#### **Surplus Record, an established 93-year-old B2B industrial equipment publication**

Redesigned the publication site's homepage and search experience. Work focused on utilizing Google analytics and qualitative research to identify areas with the highest drop-off rates for new users; designing and testing new user-centric flows to accommodate new and existing users' mental models, and delivering final annotated wireframes. Worked alongside the CEO and lead developer.

### Restaurant Server

08/2012-10/2017 | Gainesville, FL; San Diego, CA; Chicago, IL

Served part time in various family-owned, fast-paced restaurants. Serving tables and simultaneously managing multiple customers' needs by communicating efficiently with the back-of-house staff to ensure a quality dining experience.