

# Melinda L. Bonneville, C.U.A., M.S. UXD

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## Professional Profile

User Experience professional with over 20 years of experience. Possesses a genuine understanding of cognitive processes and how they influence human-computer interactions. Uses data, research, and testing to drive design that builds a solid foundation and inspires innovation. Creates genuinely effective and user-friendly designs through a strategic approach that includes fully understanding the business goals and processes, the user needs, and the technical considerations. Experienced working with multidisciplinary teams in both Agile and waterfall environments.

### **Lendeavor, Senior User Experience Designer: Dec 2019 – May 2020**

I was the Lead UX Designer for all the Lendeavor Web Properties, including the leading application and the application management suite for lending agents. I played a fundamental role in our product development process, working side-by-side with product managers, software engineers, and business stakeholders to build high-performing and user-centric products designed to financially empower current and aspiring practice owners. I create annotated high-fidelity designs to support development efforts. I also planned and conducted research. As well as create clickable prototypes to support those research efforts.

### **Chemical Abstract Society (CAS), Senior User Experience Designer: 2015 – 2019**

Senior Designer for the UX/UI redesign for one of the most widely used scientific research and discovery applications in the world. Responsible for designing the user interactions to support the search and display of over 100 million different organic and inorganic substances, their supporting reference materials, reaction formulas, and commercial sources.

- Design considerations for this project include responsive design for extended desktop and tablet views.
- Work closely with BA and development teams to ensure functionality meets the user's needs.
- Coordinate activities with internal business partners and external agencies around all UX and visual design deliverables
- Create detailed clickable prototypes using Axure RP to support user testing needs.
- Work with an external agency to plan and conduct user research.
- Conducted benchmarking, iterative, and qualitative studies using both in-person and remote moderated testing approaches with international users.
- Lead UX designer and strategist for Intellectual property search tools

### **Thirty-one Gifts, Interactive Experience Manager: 2013 – 2014**

Responsible for the UX design and oversaw the UX development team. Led the enhancement of the overall user experience for the e-commerce websites and the order entry web application, which included a responsive web mobile application design.

- Directed usability strategies for analytics research, user testing, focus group, A/B testing, and user interviews.

- Conducted and moderated user testing to evaluate the overall design direction.
- Created experience/journey maps, user flows, wireframes, and interaction design diagrams
- Worked closely with the marketing team to design and deliver branded campaign experiences across multiple digital channels
- Digital assets created, include a responsive customer-facing eCommerce site, consultants' branded sites, order entry web application, and native mobile applications

#### **Cardinal Solutions Group, Inc., Principal II, UI/UX Designer, UX Team Lead: 2012 – 2013**

Team lead responsible for managing the UX/UI design team for Nationwide Direct/Affinity Solutions. Provided visual design, user experience solution, and brand management oversight.

- Lead SharePoint UX Designer for SharePoint 365 implementation
- Completed requirements gathering, sitemap creation, story cards, and design mockups
- Guided collaborative design session with IT and business partners to implement multiple SharePoint, web and mobile application designs
- Leveraged these technologies throughout the project: HTML, CSS3, SharePoint 2010/2013 Cloud

#### **Blue Diesel, Senior User Experience Architect: 2011 – 2012**

Sr. User Experience Architect for an agency that specializes in website and iPad applications for clients in the healthcare/pharmaceutical industry.

- Responsible for user testing, card sorts, mental models, moderated/unmoderated user studies.
- Created personas, sitemaps, storyboards, and conversation flow diagrams
- Facilitated collaborative design sessions with clients, designers, developers, and strategists
- Created wireframes, interactive prototypes, design specifications, and wrote user scenarios.
- Conducted usability audits for both websites and iPad applications

#### **American Electric Power, User Experience Lead Shared Services: 2007 – 2011**

Introduced and developed user experience strategies and processes for the IT Shared Services Application Development Group. Worked closely with developers, BSAs, and business stakeholders to translate complex processes into user-friendly applications. Trained and mentored interdisciplinary team members on UX practices and techniques in both Waterfall and Agile environments.

- Conducted card sorts, mental model diagrams, moderated/unmoderated user studies.
- Created personas, sitemaps, storyboards, and task flow diagrams
- Facilitated collaborative design sessions with clients, BSAs, developers, and other team members
- Created task analysis, task flows, whiteboarding, and Sketch noting.
- Established application usability standards and style guidelines, including 508 recommendations

- Created wireframes, interactive prototypes, and full-color mock-ups
- Designed and implemented CSS with .Net, MVC, PHP, and HTML.
- Created graphics for use on websites and in application design.
- Created documentation to educate developers on UX best practices and design guidelines
- Facilitated the growth and institutionalization of UX at AEP within IT.

**City of Columbus Department of Technology, User Interface Designer /GIS Application Development: 1999 – 2007**

Web designer and project lead for 24 different city departments on several design and development projects. Supported the city’s Intranet and internet websites, including payment components, focused on user-centered design methodologies and content management strategies addressing business objectives.

- SharePoint site administrator; led the redesign and implementation of the citywide Intranet.
- Project lead on CMS web migration. Created and implemented templates using CSS, HTML, JavaScript, and integrated language translations.
- Designed, architected, and developed sites for city agencies adhering to their style and standards guide, cross-browser compatibility, 508 compliance, and W3C standards.
- Researched and documented agency sites’ business needs/objectives.
- Created wireframes, mock-ups, prototypes, design documentation and used web analytics to evaluate user behavior
- Designed web and application graphics.
- A core member of the E-Gov/Web Team and Chair of the Style and Standards Committee.

**City of Columbus Department of Public Services, User Interface Designer /GIS Application Development: 1999 – 2007**

Developed and designed applications that helped automate city services, including mapping applications that track potholes, bridge inventories and plow route maps.

**Education and Certifications**

Master of Science, User Experience Design, Kent State University, 2017

Certified Usability Analysts, Human Factors International

Bachelor of Fine Arts The Ohio State University

**Software & Technology**

InVision, Sketch, Axure, Adobe Creative Cloud, HTML, CSS, various user testing applications, processes and methodologies.