Melinda Bonneville

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Summary

User Experience professional with over 20 years of experience leading product transformation using data and user research to drive elegant design solutions. Runs workshops to develop a strategic approach that includes fully understanding the business goals, the users' needs, and the technical considerations.

Specialties: User Experience Design, Design Thinking Workshops, Information Architecture, Prototyping, Design Systems, User Research, and more...

Experience

User Experience Designer
Outcomes®

Jul 2023 - Present

I am the principal designer for the Outcomes product suite, which entails overseeing the design of the platform transformation project. My responsibilities include conducting user research, creating annotated sketches and user flows, and facilitating Design Thinking workshops with stakeholders and business partners. Additionally, I am responsible for implementing and maintaining the design team's design system.

Lead User Experience Designer
Cardinal Health

Aug 2020 - Jul 2023 (3 years)

I was the lead designer for the OutcomesMTM platform pharmacy experience. My role involved designing several products that facilitated vaccination scheduling, clinical services, medication management, and adherence. To ensure the success of these products, I conducted user research, created annotated sketches and user flows, and led Design Thinking workshops with stakeholders and business partners. Contractor (Manifest Solutions) from August 2020 - December 2021.

Lead UX Designer
Provide

Dec 2019 - May 2020 (6 months)

I served as Lead UX Designer for all web properties, including lending agent software. I created annotated high-fidelity designs and clickable prototypes to support development and research efforts.

Lead User Experience Designer
CAS

Feb 2015 - Dec 2019 (4 years 11 months)

As a Lead UX Designer for the Intellectual Property vertical of a larger enterprise SaaS web application, I was responsible for creating high-fidelity clickable prototypes using Axure RP to support user testing. Additionally, I established the design system and processes, which played a significant role in revamping the suite of products.

Interactive Experience Manager
Thirty-One Gifts

Dec 2013 - Dec 2014 (1 year 1 month)

I managed the UX design and development teams, and was responsible for overseeing the overall user experience for several e-commerce websites, an order entry web application, and a mobile application. My role involved directing usability research strategies, including analytics research, user testing, focus groups, and A/B testing, as well as conducting user interviews. My team created experience/journey maps, user flows, wireframes, and interaction design diagrams to ensure a smooth and intuitive user experience. We also worked closely with the marketing team to design and deliver branded campaign experiences across multiple channels, including email, social media, and the web.

Principal Consultant II, User Experience & Design
Cardinal Solutions

Aug 2012 - Dec 2013 (1 year 5 months)

As the Team Lead for the UX/UI design team in the Columbus office, I was responsible for mentoring and motivating the team while also providing visual designs, user experience solutions, and brand management oversight for our client work.

Senior User Experience Architect
Blue Diesel

Oct 2011 - Aug 2012 (11 months)

Blue Diesel (GSW) was a creative agency in the healthcare and pharmaceutical industries. I facilitated design sessions with clients, designers, developers, and strategists, and created personas, site maps, storyboards, and conversation flow diagrams.

Lead User Experience Designer
American Electric Power

Aug 2007 - Oct 2011 (4 years 3 months)

Designed software and developed user experience strategies and processes. Led workshops to translate requirements and complex business processes into user-friendly applications.

Web Master/UX Designer
City of Columbus

Oct 1999 - Aug 2007 (7 years 11 months)

Provided web design and content management support to all 24 departments. Managed entire IT relationship while creating and implementing user-centered design methodologies.

GIS Application Developer & User Interface Designer
City of Columbus

Dec 1993 - Oct 1999 (5 years 11 months)
Developed and designed applications that helped automate city services, including mapping applications that track potholes, bridge inventories, and plow route maps. I managed CAD Drafters, maintaining planimetric and cadastral data for the Stormwater Section's geographic information system (GIS) for billing impervious areas.

Education

Kent State University
Master of Science - MS, User Experience Design

The Ohio State University
BFA, Painting and Drawing

Columbus College of Art & Design
Commercial Art

Fort Hayes Career Center
Certificate in Commercial Art, Design and Visual Communications, General

Licenses & Certifications

Certified Usability Analyst - Human Factors International
2527

Enterprise Design Thinking Practitioner - IBM

Skills

User Experience Design • Usability Testing • Product Design • Visual Design • UX Research • Axure RP • Sketch App • Figma • Adobe Creative Suite • Jira