

melissa neira

PRODUCT DESIGNER

A Product Designer who leverages a visual anthropology background to shape delightful interactions and user-centric solutions.

CONTACT

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EDUCATION

Freie Universität Berlin

Master of Arts in Visual & Media Anthropology

Binghamton University

Bachelor of Arts in English Literature & Rhetoric

SKILLS

- English & Spanish (Native)
- German (Beginner)
- User Research
- User Interface Design
- Wireframing
- Interaction Design
- Rapid Prototyping
- Information Architecture
- Storytelling
- User Flows
- Usability Testing
- Heuristic Evaluation
- Agile/Scrum methodologies
- Copywriting

TOOLS

- Figma
- Sketch
- Adobe Creative Suite
- HTML/CSS
- Notion
- Miro
- Zapier

PROFESSIONAL EXPERIENCE

Gitcoin - Product Designer

2022 - Present | Remote

- Led the end-to-end user experience design process for Gitcoin's core products, collaborating closely with Product Managers and Engineers to ensure successful product launches.
- Played a key role in shaping the strategic product direction, contributing valuable insights and design expertise to guide decision-making and address user needs.
- Conducted comprehensive product and user research to drive the strategic direction of a platform focused on public goods funding, shaping its future and enhancing its impact.
- Led the successful redesign of Gitcoin's platform, transitioning it from a centralized to a decentralized model, resulting in a substantial increase in user engagement and satisfaction.
- Actively contributed to Gitcoin's mission of empowering creators and developers, leveraging blockchain technology to drive the growth of the platform.
- Utilized prototyping skills to articulate and validate design concepts, facilitating efficient and collaborative design iterations.

MileMarker10 - Lead UX/UI Designer

2021 - 2022 | Remote

- Led UX projects in an Agile environment for a platform dedicated to streamlining bidding processes for government contracts with intuitive, clean, and user-centric design solutions.
- Aligned the strategic vision of technical & non-technical stakeholders, product owners, content writers, and developers to ensure that business requirements and user needs are met and communicated.
- Oversaw the end-to-end development of products from concept to delivery and continuous improvement.
- Leveraged a design background to create the visual brand identity, style guide, and structure to guarantee consistent UX across the product suite.
- Overhauled a legacy platform with 5K+ users and developed a framework for a new SaaS B2B platform.
- Facilitated usability tests, user testing, participant observation, and other key quantitative & qualitative efforts to uphold quality and compliance standards.
- Increased user satisfaction by 40% and enhanced the perceived findability of information to drive conversion and positive optics.

Syndicate 11 - Ethnographer, Photographer & Videographer

2018 - 2021 | Madrid, Spain & Berlin, Germany

- Created impact-driven audio & visual content tailored for academic, nonprofit, and artistic audiences.
- Conducted participant observation, qualitative interviews, and ethnographic research to enrich projects and facilitate informed decision-making.
- Harmonized the creative and entrepreneurial efforts of a network of filmmakers, photographers, artists, and social science researchers across six continents.