Malena Melendez
Product Designer

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Experience

Product Designer
Quartermaster

Toronto, CA
Mar 2018 —

I'm part of the product team and work closely with the Product Manager and the Head of Product. My main responsibilities are: **collaboratively scope and define the problems** we want to solve; lead sessions to source desing ideas from other teams and then transform them into tangible solutions; develop **UI mockups and prototypes** that clearly illustrate how features function and look like; design user interface elements (add flows, modals, dashboards); prepare, **present and defend mockups** to the CEO and internal teams; help put together testing plans and **conduct user testing sessions**; analize and distill user feedback to suggest appropiate changes; **update and adhere to style standards** on fonts, colors and images; perfom product testing and keep a clear **documentation**.

Projects

Product Designer
Bin There

Toronto, CA
Feb 2019 — Apr 2019

This was an exercise for my OCAD course where I designed an app to help people recycle more and recycle better. I came up with the **overall idea** of how the app would work, I **mocked screens** for an **in-class user testing**, I **redesigned** the screens **based on feedback** and I created the final screens of how the app looks.

Product Designer
Unicake

Maracaibo, Venezuela
Jan 2014 — Dec 2017

Unicake was born as a way to make more profitable the cake making business of the brand Ponque Mama Social Club. I was in charge of the **overall look and feel** of the app as well as the creating the **flow and mock screens** to send to the engineers. I also **met directly with the engineers** to discuss and make adjustments.

Product Designer
Noomi

Miami, USA
Mar 2016 — May 2016

Dry car washing on demand. My job was to **create the user journey** from sign up and booking a wash up until payment and follow up. I also **designed** how the **screens** would look and mocked them up to send to the engineers.

UX Designer
Teca

Santiago, Chile
Feb 2015 — May 2015

For this project, I worked closely with the Product Manager to figure out the **user journey** of this cloud management app. I **collaborated on the UX** and was in charged of **designing and mocking** how **the screens** would look adhering to their existing branding. This project was **selected by S Project Factory**, a Pre-acceleration program for startups led by female founders in Chile.

Brand Co-Creator & Co-Director
Ponque Mama Social Club

Maracaibo, Venezuela
Jan 2014 — Dec 2017

I was responsible for the **appearance and overall feel of the brand**; **calculate and update the pricing** of products and analyze the potential profitability; **overall graphic design** (logo, packaging, presentations, stationary); **create content for social media** as well as manage them; style the products for photoshoots; **meet with clients** for services offered and, last but not least, bake :)

Junior Architect
Arquitecnica

Maracaibo, Venezuela
Aug 2011 — Aug 2013

During my first 6 months I was working as a **coordinator of a book** the firm was publishing where I **liased with the team of editors**; participated in brainstorm for project ideas; **created tridimensional models** and **oversaw work of my peers**. The rest of the timed i worked as a Junior Architect where I participated in brainstorm for project ideas; **created presentations** of the concept of the proposal for the client; **completed design drawings** and assist in reviewing project proposals; **organized drawing sets** and other documentations while remaining a part of the process from conception through development.

Education

OCAD
Certificate in User Experience (UX) Design and Development Skills

Toronto, CA
Mar 2018 —

La Universidad del Zulia
Bachelor of Architecture

Maracaibo, Venezuela
Apr 2011

Skills

Sketch	Zeplin	Illustrator	AutoCAD	SketchUp
Invision	Haiku	Photoshop	Revit	

Languages

Spanish	**English**	**French**
Native	IELTS 7.5	TCF C1 — DELF B2