



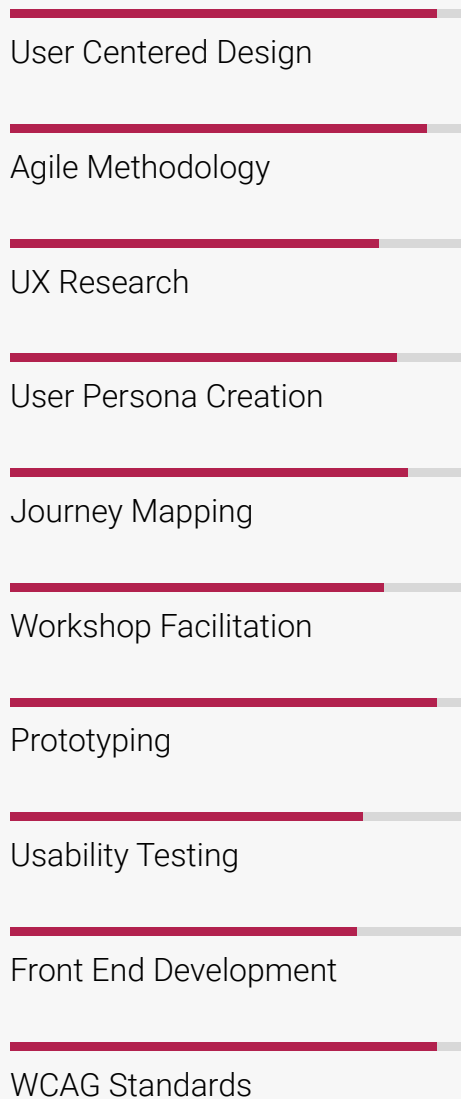
# Melissa Maher

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I'm a user centered design professional who is passionate about delivering the best possible customer experience on any platform. With over 14 years' experience, I have focused on creating mobile apps and adaptive web projects that have delivered value to the customer and the business bottom line.

## Skills & Experience

### Disciplines



## Employment History

UX Designer FEB 17 – CONTINUING

### RXP Services

My role is to support UX research and advocate for user needs. I also develop and present UX recommendations, create assets such as personas, wireframes, journey maps, UI designs and interactive prototypes.

- Collaborate with clients to establish project deliverables
- Interview users to determine their needs and frustrations
- Explore different design directions to create intuitive user interfaces and micro interactions
- Prototyping
- Create user flows and journey maps
- Support user research and integrating the findings into designs
- Work with the agile teams deliver quality quickly
- Develop pattern libraries and style guides.

### Stand Out Achievements

#### Insight MI+ - NAB Data Visualisation & Reporting Project

Designed a visually appealing app, which enabled NAB staff to track their KPIs and view complex data sets. User feedback was that the data was significantly simplified and easy to understand, and a huge visual and functional improvement on the previous version of InsightMI+.

#### Aurora Energy - PAYG+ Mobile App

Working closely with RXP's research team, I led the design and delivered an easy to use mobile app for users on prepaid utility plans, which allowed for easy top up and tracking of their electricity usage.

UX/UI Designer MAR 15 – JAN 17

### Sportsbet

Working with delivery and business teams, my role was to design customer-focused solutions for desktop and iOS, Android and mobile web channels.



## Education

### General Assembly

UX Design  
2016

### Maura Fay Group

Presenting with Impact  
2015

### Scrum.org

Professional Scrum  
Foundations  
2015

### Victoria University

Advanced Dip of Arts  
(Electronic Design &  
Interactive Media)  
2003

## Employment History (continued)

### Stand Out Achievements

#### Multi Builder

- Led the design on this project to facilitate the placement of multibets by novice users
- Multi Builder has seen a huge increase in multi bets being placed since its launch and has generated roughly \$1 million per month in revenue
- Set the benchmark which competitors followed
- Design was the centre of a large scale advertising campaign due to its appeal to customers. See <http://tinyurl.com/jlu7re5> and <http://tinyurl.com/hg8fqk>.

#### Million Dollar Tipping Replatform

- Redesign, which reduced technical overheads and increased customer engagement.
- Created a unique visual identity for this product.
- Reduced customer service calls and increased customer satisfaction.

#### UI Designer/Front End Developer SEP 2014 - MAR 2015 **Avanade**

Designed and developed customer-focused websites and mobile apps for some of Australia's largest organisations, including Cricket Australia, AGL and Coles.

#### UI/UX Designer/Front End Developer JAN 2013 - SEP 2014 **Dry July**

Designed and developed Dry July's desktop and mobile sites for their 2013 and 2014 campaigns.

- Front end development using Bootstrap
- UX and UI design of Dry July's 2013 & 2014 responsive sites and Facebook apps and internal software.
- Creation of user journeys and process flows.

#### UI Designer/Front End Developer APR 2007 - OCT 2012 **Telstra**

Collaborating with stakeholders across the business, my role was to design and develop all parts of the Telstra website, including, UI, digital assets, microsites and EDMs. All were developed with a focus on ease of use and simplicity and many received positive feedback in user testing sessions.