

Melissa Kallas

Product & UI/UX Designer

Madison, WI

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www.mmkstudio.com

Education

Northern Illinois University

B.F.A. in Visual Communication

Skills & Specialties

Design Systems

Design Strategy

Product Design

User Experience (UX)

Interface & Visual Design (UI)

Interaction Design

Usability / User Testing / User Research

Ideation / Wireframing / Prototyping

Workshop Facilitation

Accessibility

Content Strategy

UX Copywriting

Information Architecture

Brand & Marketing Design

Tools

Figma

Whiteboard & Marker / Pen & Paper

Post-it® Notes

Miro / FigJam / Mural

ContentSquare / FullStory

Adobe Creative Cloud

Microsoft 365

Google Workspace

WordPress / Drupal / Sitecore

HTML & CSS, best practices

Experience

Appcues | Staff Product Designer

Dec 2021 – Present

Design lead supporting 3 cross-functional product teams. Responsible for establishing strategy & vision, design ops, project planning, and advocating for great customer experiences. Contributes IC work across all phases of the design process. Collaborates with CX, Marketing, Product, Engineering and QA. Plays a key role in bringing clarity to complex, ambiguous problems by leading research, sharing insights across the company, and identifying product opportunities. Also the Design Lead for the Design System Team. Piloted the initial release of a 14 component system from the a ground up system in 6 months. Ongoing efforts include advocating for increased adoption and continuous system improvement.

American Family Insurance | User Experience Designer

Aug 2017 – Dec 2021

Lead Designer for a team of 3 focusing on the digital experience for the amfam.com website. Responsible for defining design strategy, measuring success, and leading internal and external design partners in project execution. Consulted and collaborated with Product and Engineering teams to plan, prioritize and deliver UX deliverables. Led website redesign that took amfam.com from the bottom of J.D. Power's Best Shopping Experience list to the top. Design evangelist for company design system, defining strategies for consistency and scalability.

Curtis. | Senior Designer

Aug 2006 - Jul 2017

Responsible for strategy and execution of digital projects including: launches and redesigns of B2B, B2C, and eCommerce websites, HTML email campaigns, and online applications. Partnered with Marketing and Development teams to plan and execute modern digital experiences. Guided and supported junior designers and interns, promoting collaboration and skill development within the team. Involved with client relationship management and project management responsibilities.

MMK Studio | Independent Designer

Dec 2009 – Present

Independent designer offering product strategy, consulting, and design services. Design work ranges from branding & identity, custom merch, marketing collateral, packaging, websites, and digital experiences for clients including: Panera Bread, and Cooper's Hawk Winery & Restaurants. Demonstrates excellent people and client management skills, keeping solid relationships for over 12 years with clients.