

# MELANIE CHUAYPRADIT

## INFO

www.melpradit.com  
hello@melpradit.com  
347.604.2222

## SKILLS

Figma  
Sketch  
Design strategy  
Prototyping  
UX design  
Management

## EDUCATION

### BOSTON UNIVERSITY

Bachelor of Science  
Psychology, 2006

### SCHOOL OF VISUAL ARTS

Continuing Education  
Typography

### TREEHOUSE

CSS3, HTML5, Git,  
JavaScript, jQuery, Flexbox

## CHIEF - LEAD PRODUCT DESIGNER • AUG '22 - PRESENT

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- Design lead for mobile and desktop community experiences
- Identified usability and navigation issues within the mobile app and desktop web experience, leading to a redesign of the logged-in homepage and overall information architecture for the entire website and app
- Partner with product and engineering leads to assist with quarterly planning and roadmaps
- Facilitate qualitative and quantitative research sessions with members and lookalike panels
- Improve ways of working with engineering partners to ensure strong collaboration and partnership

## GEMINI - SENIOR PRODUCT DESIGNER • DEC '20 - AUG '22

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- Design lead for Gemini Credit Card mobile app and web experiences
- Drove credit card UX from concept to launch; contributed to roadmap for post-launch updates
- Structured and facilitated user research sessions, using feedback and user data to drive design decisions
- Ensured a holistic and cohesive user experience through cross-functional collaboration across several different teams

## JP MORGAN CHASE & CO - SENIOR UX DESIGNER • MAY '19 - DEC '20

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- Created mobile digital experiences within Digital Wealth Management team, focusing on wealth insights and investment-based goals
- Converted existing hybrid experience into native iOS and Android components and patterns
- Worked hand-in-hand with product and engineering teams to ensure requirements were met
- Consistently tested wireframes and designs in an established research cadence; iterated and pivoted if necessary based on user feedback

## CITI - PRODUCT DESIGNER (UX/UI) • AUG '17 - MAY '19

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- Enhanced and created best-in-class user experiences through visual design for Citi products and services across all platforms
- Partnered closely with business stakeholders, research, and engineering teams to ensure high-level requirements are met
- Evolved and enhanced Citi digital design language based off latest iOS Human Interface Guidelines and Android Material Design

## FREELANCE DIGITAL DESIGNER • AUG '15 - PRESENT

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- Digital design consultant for personal and small businesses. Redesigned and conceptualized digital presences; worked with referral clients from other financial firms
- UX Consultant for Pathfinder Health, a child development app. Responsibilities include partnering and mentoring Junior UX Designer, as well as providing design guidance

## CHLOÉ - VISUAL & SALES • JUL '16 - AUG '17

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- Conducted biweekly visual merchandising rotations based on Paris mandated guidelines
- Consistently met monthly sales goals and KPIs as set by upper management

## CHANEL - OPERATIONS MANAGER / CONSULTANT • JUL '12 - JUL '15

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- Managed team of 8 and oversaw boutique operations for high-volume flagship location
- Oversaw and managed large-scale operational projects (planning, executing, closing)
- Provided daily operational support for management team and their respective departments

## LOUIS VUITTON - OPERATIONS MANAGER • JUL '08 - JUL '12

## LOUIS VUITTON - SALES ASSOCIATE/ASSISTANT MANAGER • NOV '04 - JUL '08