

Melissa Sepe

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Experience

Wireless Generation - Brooklyn, NY

Product/User Experience Designer (October 2011 – present)

Create UX deliverables including user stories, personas, product architecture maps, annotated wireframes, and user flows for suite of tablet-based K-12 educational software products. Lead focus groups, interviews, playtesting, and contextual observation sessions with students and teachers in both formal and informal settings. Conduct brainstorming, storytelling, card sorting, and other activities to generate ideas and synthesize research findings into design principles and recommendations.

Code and Theory - New York, NY

User Experience Designer (June 2011 – October 2011)

Served as primary UX resource for a variety of client engagements across web, mobile, and social platforms. Led client team through discovery and co-design workshops, conducted stakeholder and user interviews, and synthesized research results into a set of design principles and recommendations for a university website redesign project. Created and presented deliverables including strategy decks, wireframes, behavioral archetypes, site maps, and user flows.

Razorfish - New York, NY

Senior User Experience Associate (July 2010 – May 2011)

Responsible for UX deliverables for all 2011 EMC marketing campaigns. Conducted competitive audit and created annotated wireframes for Morgan Stanley sustainability redesign. Planned and executed November 2010 migration of Ford Motor Company corporate content from old Ford.com URL to new Corporate.Ford.com address.

User Experience Associate (September 2009 – July 2010)

Created wireframes, site maps, content inventories and competitive audits for internal and client review across multiple account tracks. Maintained Ford.com homepage in Fatwire CMS and presented weekly homepage metrics to business owner. Member of research and editorial team for Razorfish "Nimble" report on future of publishing.

Skills

IA & Design: Creation of wireframes, site maps, task flows, taxonomies, user scenarios, content inventories, paper prototypes, low-fidelity web mockups, etc.

Research: Interviewing, questionnaire design, usability testing, focus group moderation, contextual inquiry, competitive analysis, card sorts, personas

Software: Visio, OmniGraffle, InDesign, Illustrator, Fireworks, Photoshop, Dreamweaver; content management systems; XHTML & CSS; basic Javascript/JQuery

Education

Harvard University - Cambridge, MA

EdM Technology, Innovation, and Education (June 2009)

Vassar College - Poughkeepsie, NY

AB Art History, minor in Geography (May 2007)