

Melissa Lau

📍 Austin, TX
📞 832.671.2852
✉ melissa.lau@utexas.edu
🌐 melissalau.work

Skills

Design	User-centered design, Material design, user research, usability testing, user flows, user stories, persona creation, information architecture, prototyping, wireframing, storyboarding, journey mapping, card sorting, facilitation
Program Management	Working cross-functionally, training, change management, prioritization
Technical Writing	Creating client-facing and internal documentation, open-pagers, resources
Methodologies	Agile, Scrum, Kanban
Tools and Applications	Sketch, InVision, Abstract, Balsamiq, JIRA, Confluence, Salesforce

Work experience

Product Designer, Contract Oct 2019 - Present

Experiment Zone

- Conceptualize design for product, data, and UX teams to evaluate and A/B test product improvements
- Devise metrics strategy to measure UX success based on quarterly goals
- Create high-fidelity mockups from abstract ideas using Sketch to improve usability and user engagement
- Collaborate with UX research team on user research strategy and research scripts

UX Designer, Contract Dec 2019 - April 2020

BP3

- Craft enterprise design solutions based on requirements from design sprints & longer-term user research
- Work effectively in team of 4 to synthesize research into a high-fidelity interactive prototype in 4 weeks
- Collaborate on user testing to assess value and usability of designs
- Create data-backed persona from a combination of 12 user interviews and observation sessions

AIGA Changemaker Design Fellow Jun 2019 - Oct 2019

Black Mamas Community Collective

- Overhaul data collection process by going paperless, cutting processing time by 3 weeks
- Interview 9 internal stakeholders to identify opportunities to identify pain points in current process
- Synthesize and share research findings during weekly check-ins among design team of 7

Principal UX / Product Designer Dec 2015 - Present

Lau Design

- Facilitate 5 design thinking workshops with an average of 30 attendees to evangelize design
- Articulate design methods and tradeoffs to align interdisciplinary teams
- Implement effective mobile and web user experiences based on stakeholder and peer critique

Product Business Analyst / Program Manager Feb 2017 - May 2018

Bazaarvoice

- Map 7-10 user stories per month for internal web application to maximize agile sprints
- Visualize complex business processes through journey mapping and storyboarding

- Collaborate with product managers and key stakeholders to improve rollout and support of new features

Service Designer

Dec 2015 - Jan 2017

Bazaarvoice

- Prototype and iterate on Account Setup service over 6 months to scale up to 40 accounts a week
- Advocate for product-level changes and employ APIs to automate 25 hours of manual work per week
- Create dashboards and reports to visually communicate account setup data to stakeholders

Solutions Architect

Aug 2014 - Nov 2015

Bazaarvoice

- Scope complex technical projects with enterprise clients, including Expedia and Marriott
- Create 10 step-by-step guides to address gaps in client-facing resources & reduce time-to-launch by 15%
- Drive 20-40 projects in pipeline to kickoff simultaneously
- Train 4 offshore resources to lead technical scoping calls independently

Technical Consultant

Jun 2011 - Jul 2014

Bazaarvoice

- Ensure clients launched successfully from a technical perspective through guiding client developer
- Troubleshoot HTML, CSS, and JavaScript conflicts on clients' sites using web developer tools

Services and Support Internships

Dec 2009 - May 2011

Bazaarvoice

- Implement customer outage e-mail notification system using Salesforce campaign management
- Analyze customer feedback records to unearth trends between project duration and cust. satisfaction

Education

General Assembly

2017 - 2018

User Experience Design

Accelerated Course

The University of Texas at Austin

2007 - 2011

BBA

Management Information Systems

Hong Kong University of Science and Technology

2010 - 2010

Study Abroad

Management Information Systems

Organizations

- **Socialgood.us:** Organize design workshops to cultivate citizen designers via coordinating with facilitators
- **Dress for Success:** Help economically disadvantaged women make a strong first impression in their job interviews by styling them in professional attire