

MELISSA-ANN DAILEY

UX STRATEGY | DEVELOPMENT | DESIGN

SKILLS

UX/UI Design

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- Figma
- Invision
- Premiere Pro

Development

- HTML5/CSS
- JS/JQuery
- Bootstrap
- CSS Animation
- Visual Studio

Research

- UserTesting.com
- Adobe Target
- Quantum Metrics
- Google Optimize
- VWO
- Convert
- Monetate
- Usability Hub
- Feedback Loop
- Litmus

SEO & Analytics

- Adobe Analytics
- Google Analytics
- Qualtrics

Content Creation

- Salesforce
- Magento
- Big Commerce
- Ampliance
- Shopify
- Reflektion

Aigle Project Management

- Jira
- Confluence
- Asana
- SmartSheets
- Wrike

Conversion Optimization

WCAG ADA Compliance

Site Merchandising

Ecommerce

UX Copywriting

Email Strategy & Design

Marketing Strategy

Vendor Relations

Paid Media

Team Management

Leadership

ABOUT ME

For nearly a decade I have focused on a journey of continuous ecommerce innovation, partnering large-scale brands to revamp and redefine the landscape for B2B, B2C, and marketplaces alike. Throughout my career, I've not only led high-performing teams but have also instilled a data-first ethos in everything we do.

EXPERIENCE

DIRECTOR OF EXPERIENCE DESIGN

Party City | Present

- Lead end-to-end UX strategy, UI development, and brand direction for Party+, the new tool suite and marketplace including wishlist integration, recommendation quiz, complete ecommerce overhaul, and marketing.
- Lead the newly formed XD Team of UX and web designers, overseeing day-to-day operations, crafting strategic initiatives, and driving product development to shape exceptional marketing and product experiences across the entire digital landscape.
- Grow a data-first culture by initiating a robust UX Research program within the initial four months, integrating Feedback Loop and OnePulse tools, providing real-time co-innovation opportunities with thousands of users monthly.
- Orchestrate and execute high-fidelity deliverables spanning the brand's digital ecosystem, encompassing web, social media, paid channels, and more.
- Optimize design operations through the implementation of efficient project management processes, leading to streamlined workflows, reduced time-to-market, and a significant 60% reduction in wasted time.
- Cultivate a holistic design system, educating on and implementing inclusive design practices, and enforcing brand governance across all touch-points.
- Guide the adoption of UX-focused methodologies across diverse areas of the organization, resulting in a transformative shift towards user-centric thinking and practices company-wide.

USER EXPERIENCE STRATEGIST

James Avery | 2022

- Responsible for UX strategy, UI design, and front-end technical direction of the end-to-end site redesign on the Salesforce Platform.
- Revamped intricate Jewelry Builder tool by spearheading comprehensive research, strategy development, and UI design, resulting in a digital first, user-friendly experience.
- Guided a team of UX Designers through a holistic site redesign, oversaw resource allocation, led peer reviews, organized stakeholder demos, and produced essential IT deliverables.
- Facilitated growth opportunities focused on innovation, best practices, and user-centric design for both the business and team members.
- Developed semantic, accessible code practices to create pattern libraries, responsive templates, and on-site interactions to increase conversion and reduce technical debt.

CONTACT

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PORTFOLIO

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USER EXPERIENCE LEAD

Six Flags | 2021

- Partner with development team to execute high performing digital experiences created to optimize conversion, performance, and accessibility. Recently: Navigation, Operating Calendar, and Product Card redesign.
- Develop Six Flags Design System through research, UI audits, code development, onboarding users.
- Lead ADA digital compliance efforts by developing documentation, managing team accountability, and collaborating with legal team.
- Perform a wide array of user research which includes A/B testing, session replay, heatmapping, competitor analysis, and analytics.
- Create WP component library to allow team of 30 web editors to effortlessly execute semantic digital content maximized for conversion, SEO, and ADA best practices.
- Design UX deliverables and conduct stakeholder review sessions.
- Initiate growth and innovation opportunities through content strategy, new technology, and experience enhancement.
- Interpret business initiatives in to actionable end-to-end customer focused outcomes.

USER EXPERIENCE DESIGNER

Nebraska Furniture Mart | 2019-2021

- Led UX portion of ecommerce site move from homegrown platform to Salesforce. Managed third-party development team through two year concept, design, and implementation process.
- Established company research program by implementing user testing. This process included vendor selection, software implementation, instituting methodologies, onboarding internal partners, and test execution.
- Developed a complete CMS component library allowing non-technical partners to manage their own content through conversion optimized layouts.
- Initiated company wide ADA standards in collaboration with Legal team.
- Responsible for end-to-end content strategy, code development, design, and implementation of all digital experiences.
- Maintained a 115% average conversion increase on all projects completed.
- Executed Scrum tasks including requirements gathering, journey mapping workshops, executive reviews, retrospectives and backlog grooming.
- Measured and translated data in to actionable insights for stakeholders through reports and deliverables such as mockups and hi-fidelity prototypes.
- Served as a technical liaison and project manager between marketing and IT.

UX WEB DESIGNER

Oriental Trading Company | 2015-2019

- Successfully launched MarryMe.com. Drove creation of new brand through in-depth concept development, user-center testing and immersive digital experiences. Crafted landing page, email assets, print ads and multi-platform launch campaign
- Successfully launched Learn365.com. Influenced road maps and product capabilities. Collaborated with key stakeholders to translate merchant strategies and user stories in to solutions which were supportive of the brand pillars, specifically price points, industry trends and product selection. Created the marketing font style guide, digital ad templates and landing page frameworks.
- Successfully launched Fun365.com. Partnered with the brand to create an Omni-Channel launch experience through the use of gifs, marketing emails, print and website assets. Remain on as a Creative Consultant.
- Responsible for daily content design and maintenance of 5 websites. Acted as digital design consultant on behalf of UX. Worked to evangelize, produce and evolve brand campaigns, design systems, content frameworks and style guides.