

# MELANIE OKAMURO

## PRODUCT DESIGNER

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### EXPERIENCE

#### WANDER

##### FOUNDER/PRODUCT DESIGNER | JAN 2020 - PRESENT

- Drive overall product vision; build consensus around roadmap and oversee processes with team of 5 to balance project constraints, prioritize initiatives, and meet feature deadlines.
- Institute design-thinking methodologies for product iteration; focus on continual agile loop of discovery, design, and testing with users.
- Lead all aspects of design from user experience to visual design/branding with input from engineers and PMs.

#### NOUR

##### PRODUCT DESIGNER | JUL 2020 - SEP 2020

- Conducted secondary market research to identify competitive landscape and recommend product positioning.
- Designed high-fidelity mocks and built site on Shopify.

#### STYLEHAUL

##### PRODUCT OWNER | APR 2017 - MAR 2018

- Managed the development of Society, a campaign management tool that bridged the gap between brands, internal campaign managers, and social influencers, in order to efficiently run social brand campaigns.
- Designed and shipped the mobile version of Society, focusing on features to foster social community growth to increase user retention after sign-up as well as user engagement.
- Spearheaded the Sales RFP workflow redesign to increase throughput efficiency as well as give C-suite greater visibility in the pipeline; created process flow diagrams to identify bottlenecks; evaluated in-house and third-party solutions; implemented a workflow management tool, KissFlow; created manuals and led training.

##### DATA ANALYST | NOV 2015 - APR 2017

- Performed exploratory analysis to identify new business opportunities which led to the development of TheHaul, a platform for people to discover beauty/fashion content created by StyleHaul's network of 5,000+ YouTube creators.
- Led the initiative to streamline the process for retrieving, classifying, and storing data from multiple sources by creating scripts in Python to scrape and scrub data needed from the web and various YouTube/Social APIs.

### VOLUNTEER WORK

#### DESIGNED.ORG

##### PRODUCT DESIGNER | JUN 2020 - JUN 2021

- Conceptualize organization's educational resource offerings to drive its mission of providing equal access to design education worldwide.
- Collaborate with other designers to conduct and synthesize primary user research, identify opportunities, and propose solution flows.

### TOOLS & SKILLS

- Sketch, Adobe XD, Figma
- InVision
- Python, SQL, HTML, CSS
- MongoDB, Redshift
- Asana, Lucidchart, Miro, Notion
- Product strategy/vision
- User research
- Wireframes/mocks
- Usability testing
- Prototype

### EDUCATION

#### UI/UX DESIGN CAREER TRACK CERTIFICATION SPRINGBOARD

9-month full-time program with 1:1 mentor oversight and in-depth design projects with externship

#### B.S. BUSINESS INFORMATION MANAGEMENT UNIVERSITY OF CALIFORNIA, IRVINE