

Melody Craven

SUMMARY OF SKILLS

I'm an experienced, multidisciplinary designer motivated to help product teams build flawless, human-centered experiences. I am passionate about finding the right problem and right solution. And, I have a keen sensibility for simplicity and cohesiveness across a brand's multiple touch points.

EXPERIENCE

Fidelity, Boston/Jersey City – *Senior UX Designer*

2018 – PRESENT (3 years)

- Led design of Fidelity's new eSignature experience for end-investors.
- Co-lead the re-design of an account opening experience for financial advisors who want to open Fidelity accounts on behalf of their clients.
- Partner with product owners and analysts to gather requirements and analytics on existing products.
- Work closely with UX researchers to learn more about customer pain points with the current experience, conduct tree tests to help understand investors' mental models related to account opening authorization.
- Consult with other Fidelity designers to ensure consistency of detailed design and content tone across a suite of products.
- Collaborate with developers to ensure a high quality product. Review the UI built experiences, and review code when trouble-shooting. Verify design system adherence and accessibility.

Alphabetica, Boston – *UX/UI Designer*

2015-2016 (1 year, 10 mo)

- Led UI and UX design for responsive academic websites, including collaborating with other designers to design a web app to support MIT GetFit, MIT's annual fitness challenge which encourages the MIT community to exercise more regularly.
- Produced annotated high-fidelity wireframes for developers.

MIT, Cambridge – *Communications Designer*

2006-2017 (11 years)

- Designed and managed print and digital communications for campus planning and sustainability initiatives, including behavior-change campaigns.
- Maintained multiple internal websites. Analyzed website usage analytics to help prioritize content updates.
- Moderated speak-aloud usability tests with three individuals from the MIT community to improve the Security and Emergency Management website.
- Worked closely with MIT's Communications team to ensure brand consistency across all print and digital communications.

EDUCATION

Northeastern University, Boston – *Masters in Digital Media with a concentration in Interactive Design*

Massachusetts School of Art & Design, Boston – *Graphic Design Certificate*

Pennsylvania State University, University Park – *Landscape Architecture*

Study Abroad: Rome Italy

AWARDS

On-the-Spot Award / 2020

For going above and beyond the expectations of my current role.

MIT Excellence Award, "Greening MIT" / 2012

A team award for unifying MIT's commuting options under one name and identity to promote the wide range of transportation benefits offered at MIT. The initiative helped reduce the number of single-occupancy vehicles and the need for MIT to lease parking spaces which helped save the Institute approximately one million dollars that year.