

mell

MELL PICCO

UX/UI Designer

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SKILLS

User Research

Information Architecture

Wireframing

Prototyping

Usability Testing

User Interface Design

Responsive Web Design

Front End Development

Identity & Branding

Project Management

Creative Problem-Solver

TOOLS

Design: Adobe XD, MarvelApp, Balsamiq, Photoshop, Illustrator, InDesign, Acrobat

Development: HTML, CSS, WordPress, MySQL, PHP, JavaScript, Atom, GitHub, MAMP, Eclipse, ZK

Motion Graphics: Animate, After Effects, Autodesk 3ds Max

Sound: BandLab, GarageBand, MOTU CueMix, Max MSP

MEMBERSHIPS

UXPA DC

AIGA Baltimore

Monument Women's Creative Alliance

PROFILE

UX/UI Designer with fifteen years of experience in graphic design and a background in branding, marketing, and business development. Experienced at collaborating with clients to deliver effective design solutions. Familiar with best practices in code and able to communicate clearly with development teams.

PROJECTS

- EveryBody Health | User Experience Design (07/2021-02/2022) Remote**
- Designed a responsive website to connect health-conscious patients with Dietitians/Nutrition Experts to help treat conditions and create sustainable healthy habits.
 - Researched user needs by performing competitive analysis, conducting surveys and user interviews, creating personas, user stories, and journey maps.
 - Conducted usability testing to improve user flows and iterate on AdobeXD prototypes.
- InvestNest | User Interface Design (02/2022-04/2022) Remote**
- Designed a responsive website focused on new, small-scale property buyers.
 - Iterated on prototypes in Balsamiq/AdobeXD and conducted preference testing to develop a visual design, logo, style guide, and interface design system.
- WordTrove | User Experience Design (06/2021-07/2022) Remote**
- Designed a learning app which empowers people to learn new vocabulary words.
 - Used a mobile-first design approach and improved functionality through usability testing of low-fidelity prototypes in MarvelApp.

EXPERIENCE

Design Principal | PiccoTek, Inc. (2008 - Present)

- Designed company identity and manages corporate brand throughout online presence, conferences, proposals, signage, and promotional materials.
- Developed CMS WordPress website with custom theme to streamline recruiting team's workflow and increase number of applicants by 30% from previous year.
- Worked with development team to design and test time card application and employee portal using Eclipse and ZK.
- Contributes to company success cross-functionally as Director of Business Development and Marketing, creating business strategies to increase revenue and building partnerships within the Department of Defense community.

Owner & Designer | Mell Picco Design (2008 - Present)

- Works with clients in construction, music & entertainment, publishing, nonprofit, information technology and hospitality industries.
- Services include: Website Design, WordPress Development, Social Media Marketing, Identity & Branding, Marketing Collateral, Packaging & Press Kits, Environmental Graphic Design, Trade booths, Illustration, Book Design and Self-Publishing.

Junior Graphic Designer | Design Collective, Inc. (2005 - 2008)

- Created branding and advertising projects in support of the Marketing Department.
- Managed graphics projects for Architecture, Planning, and Interiors Studios.
- Responsible for maintaining company website, digital server of over 1,000 images, and coordinating photo shoots of company's architectural projects.

Graphic Design Intern | Expert Consultants, Inc. (2001)

- Aided in the design of an interactive website to showcase the capabilities and help files of this Information Technology company's software program, FlexST.

EDUCATION

CareerFoundry

Advanced User Experience (UX) Design Program (06/2021 - 07/2022)

User Experience Design (06/2021 - 02/2022)

User Interface Design Specialization (02/2022 - 04/2022)

Front End Development Specialization (04/2022 - 07/2022)

Maryland Institute College of Art

Bachelors of Fine Art in Graphic Design (2001 - 2005)