



MELISSA DUCKWORTH

SENIOR UX DESIGNER

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SUMMARY

A quality-oriented, user-focused designer who's a proven innovator, having won corporate Innovation Awards in 2012, 2013, and 2014. Successful at presenting to executive and C-level decision makers of fortune 20 companies for funding approval, as well as mentoring junior designers for improved design outcomes in production. Such development of new business has had a measurable impact on the bottom line of departments, teams, & companies for which I've worked.

EDUCATION

MFA, Cranbrook Academy of Art
2D Design under Elliott Earls

BA, Eastern Michigan University
Individualized Studies in
Arts Management, Creative Writing

EXPERIENCE

UnitedHealth Group, Optum Technology **Sr. User Experience Designer | 2013-Present | Southfield, MI**

UHG is a Fortune 20 company; the largest provider of health insurance in the country, with over 185,000 employees and \$130B in revenue.

Currently, I'm responsible for being the "Voice of the User" throughout a thorough redesign of the back-end call center systems into Pega8, which are used by all of UHG's customer service reps. My role involves defining the UI vision as well as being available as an SME on 6 concurrent Agile work streams.

In 2014 I led a small team which won the '2014 Hemsley Innovation Challenge' with a concept for a mobile consolidated directory serving the Military and Veterans Beneficiaries. This concept was green-lit for production and released in summer 2014. I received NAC clearance in 2014 for work on government projects, which involved a lengthy and thorough background evaluation.

General Motors **Sr. UI/UX Designer, Creative Lead | 2012-2013 | Detroit, MI**

Winner of the GM IT Innovation Challenge North American Region with a concept for a digital, interactive window sticker to enable brick-and-mortar locations to have a 24/7 presence.

Provided UX designs for a drastic redesign of the dealer's portal system, GlobalConnect, which serves all North American dealer associates.

Helped develop and refine the internal UI/UX process and best practices within the mobile development "factory" team, modifying Agile/Lean UX philosophies to fit the GM corporate environment and legacy business processes and expectations.

Oversaw the UI development for numerous mobile applications, including *Service Menu and Inspection Toolkit, Dealer Sales Assistant, Employee, Launchpad, Employee App Store*, and others, as well as completing POC Demo prototypes for new app concepts.

Additionally, consulted beyond the mobile team for initiatives in Dealer Training, Enterprise Data Warehouse - Analytics Dashboarding, and the Dealer Portal System (GlobalConnect)

SKILLS

- Creative Direction
- Arts Management
- Ideation & Solutioning
- Conceptual End-to-End Thinking
- Corporate IT Innovation
- Design Mentoring & Team Building
- Comprehensive Customer Experience Design
- Emerging Technology
- Integrated Mobile Strategy (Native, MobileWeb, Responsive)
- Business Writing
- Publication Design & Book+ Projects
- Agile/Lean UX Development
- Requirements Gathering and User Story Writing
- Rapid Prototyping for Proof-of-Concept
- Collaboration with technical experts on Interdisciplinary Teams
- Axure wireframing
- Adobe CS6 Proficient
- Federal NAC Clearance (National Agency Check)

ADDITIONAL INFORMATION

Work Samples

Select portfolio samples available online at portfolio.melissaduckworth.com

References

Available upon request.

General references available via LinkedIn www.linkedin.com/pub/melissa-duckworth/2/64/b6b.

Compuware Corporation

Mobile and Emerging Technology Consultant | 2009-2012 | Detroit, MI

I was recruited by Compuware to be a voice for “disruptive change” within the organization, particularly within the product groups, for the purpose of getting teams thinking differently about Analytics visualization strategies and the UI/UX of the company’s SaaS offerings.

As Visual Designer (2009-2011) I was responsible for the redesign of Gomez APM (a Compuware SaaS offering) as well as ideating with the company’s elite team of developers (the “Eagles”) on R&D ‘Skunkworks’ projects.

Ideation on mobile opportunities done in 2009 led to the creation of a Compuware-staffed mobile development team at General Motors and the early mobile strategy which included brand-specific native offerings for Owners’ Apps and Showroom Apps.

As Mobile and Emerging Technology Consultant (2011-2012) in the Professional Services Group, I was tasked with consulting for a variety of high profile external clients. I also became the teams’ Subject Matter Expert in ideation, emerging technologies, gamification, and mobile strategy. In this role, I developed numerous “Idea Books” and Proof-of-Concepts to develop new projects and business opportunities for the larger group. I also contributed ideas for high profile events such as the 2013 NFL Super Bowl, the 2012 Woodward Dream Cruise, the Detroit Thanksgiving Day Parade, MakerFaire, and more.

Assigned as the Creative Lead for the interdisciplinary “GM Mobile Center of Expertise” to be the voice of user-centered UI/UX design. I worked with a small, elite team of senior technical experts to help define the mobile strategy, best practices, and certification standards for all enterprise and consumer-facing mobile development at GM, which led to my in-sourcing in fall 2012.

Finalist in the first Compuware Innovation Day competition with an idea for an employee orientation and engagement app.

Seattle Book Company, Rosetta Solutions

Project Manager | 2007-2008 | Poulsbo, WA

I was tasked with ideation and research in support of NetGalley product development. I looked deeply at emerging Web 2.0 communities, with a sensitivity for the needs and interests of the Blogging community. This work was completed on a self-directed, remote basis while I attended Cranbrook.

ADDITIONAL ROLES & TEACHING EXPERIENCE

BBAC (Birmingham/Bloomfield Art Center)

Instructor, Graphic Design | 2009 | Bloomfield Hills, MI

Cranbrook Summer Arts Institute

Instructor, Digital Art | 2009 | Bloomfield Hills, MI

InsideOut Literary Arts Project

Lead Graphic Designer | 2008-2009 | Detroit, MI

ICS Support Inc.

Marketing Coordinator | 2006-2008 | Redmond, WA

InfoUSA | Polk City Directories

Marketing Consultant | 2005-2006 | Livonia, MI

Eastern Michigan University Department of Student Media

Editor-in-Chief, Cellar Roots | 2004-2006 | Ypsilanti, MI

GALLERY EXHIBITIONS & LITERARY PUBLICATIONS

2011 Suffolk Art Museum, "What In The Word" Literary Art Exhibition (Suffolk, VA)

Abecedarian Gallery, "Interactive Artifact" Book Arts Exhibition (Denver, CO)

Compuware Gallery, Think Pink Week Employee Art Exhibition (Detroit, MI)

Cranbrook Forum Gallery, "Off the Wall" Poster Show (Bloomfield, MI)

2010 Boutique, a Compuware Gallery, "Beyond the Cube" (Detroit, MI)

Abecedarian Gallery, "Wood Books" Poetry Exhibition (Denver, CO)

Publication: Fiction, The Potomac

2009 Cranbrook Museum of Art, "Loose Canon" (Bloomfield, MI)

2008 Abecedarian Gallery, "Words Works" Poetry Exhibition (Denver, CO)

Abecedarian Gallery, "Interweavings" Book Arts Exhibition (Denver, CO)

East End Applied Arts, "Multiples" Book Arts Exhibition (Aurora, CO)

Suffolk Folk Museum, "Beyond Reading" Book Art Exhibition (Suffolk, VA)

Cranbrook Forum Gallery, "Detritus" Design Exhibition (Bloomfield, MI)

Abecedarian Gallery, "Transparent" Book Arts Exhibition (Denver, CO)

Bloomfield Township Library "Un:Shelved, selected works" (Bloomfield, MI)

Cranbrook Forum Gallery/BBAC, "Un:Shelved" (Bloomfield, MI)

2007 Publication: Poetry, Alligator Juniper

2005 EMU's Intermedia Gallery, "Personal Pronouns" Exhibition (Ypsilanti, MI)

2003 Publication: Poetry, Main Street Rag

Publication: Poetry, Thrift Poetic Arts Journal

2002 Publication: Poetry (1st place in student contest), The MacGuffin

2001 Publication: Fiction (2nd place in genre contest), Writer's Journal

NATIVE MOBILE APPLICATIONS

- GM Dealer Sales Assistant
- GM myOwner apps
- GM Field Product Reporter
- Cadillac CUE
- GM Service Workbench
- GM M.P.V.I.
- GM Fleet Guide
- GMC/Chevy Business Elite
- GM Showroom apps (retired)

Consulted:

- GMC/Chevy Trailing
- Compuware APM Mobile
- Just Wink
- Maker Faire Detroit
- Health4Me

MOBILE WEB APPLICATIONS

- Compuware Cloudsleuth
- GM GlobalConnect
- GM Launchpad v1/2
- GM Employee App Store
- GM Production Counts
- UnitedHealthcare Beacon

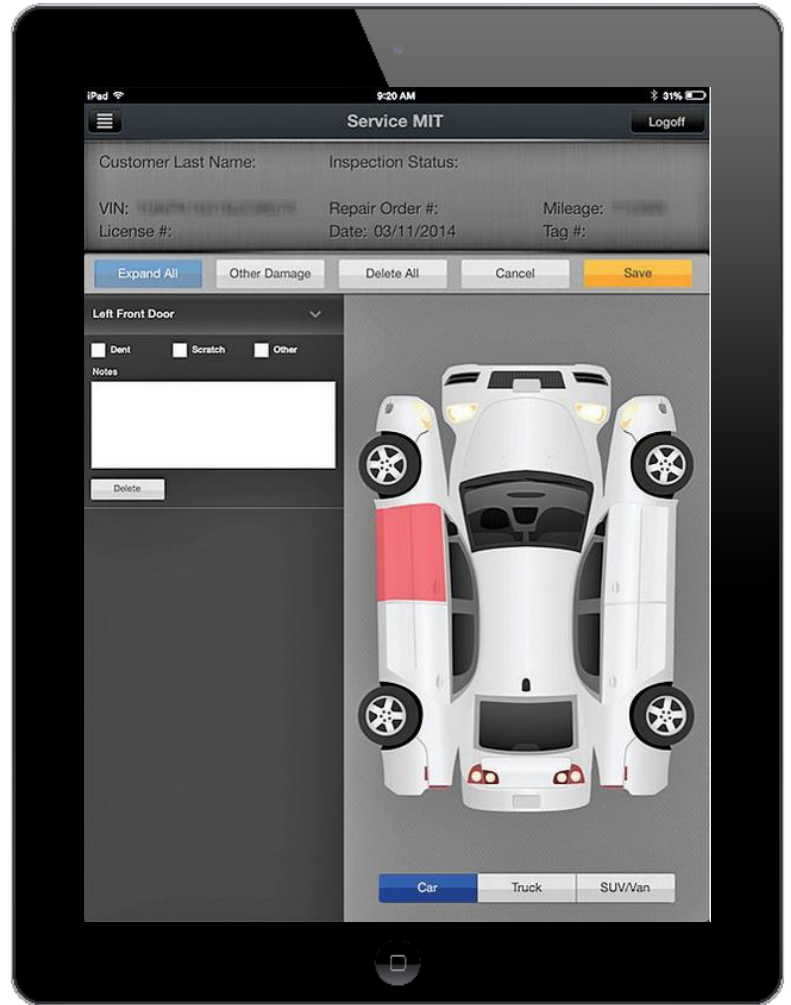
SYSTEMS

- Compuware Vantage APM
- GM GlobalConnect
- UHC Military West Portal
- Telehealth Monitoring System
- Apex/Acet Call Center Systems

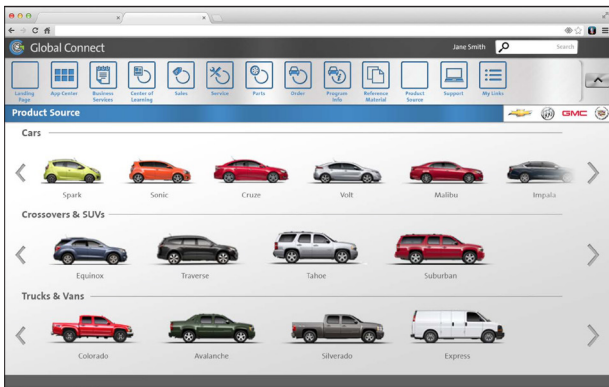
GENERAL MOTORS



GM Dealer Sales Assistant, mobile app (2011)



Multi Point Vehicle Inspection (2012)
Tablet application for Dealer Service technicians

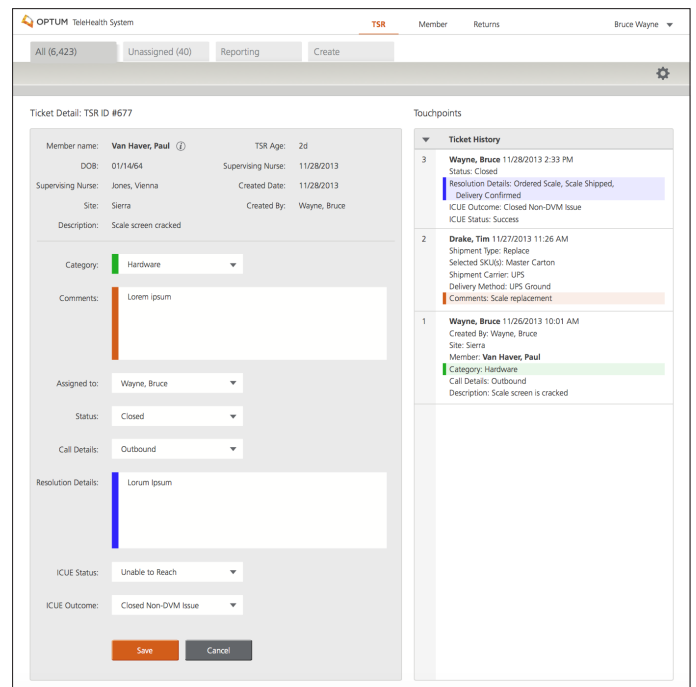


GlobalConnect, Dealer Management System (2012)

UNITEDHEALTH GROUP



Next Generation Customer Service, Call Center Concept.
2014 Innovation Challenge winner. (2014)



UnitedHealthCare Telehealth
Nurses' Monitoring System (2014)