






MELISSA KAY

USER EXPERIENCE + INTERACTION DESIGNER

I'm a human-centered UX/UI designer focused on crafting engaging, beautiful, and intuitive experiences in tech and gaming. As a storyteller, I hold a keen interest in accessibility and how it applies to multi-sensory user experiences.

My specialties include user research, design systems, rapid prototyping, accessibility, interface design, visual layouts, ux copywriting, and live service.

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01. SKILLS

TECHNICAL

Figma & Sketch
 Zeplin
 Principle
 Axure RP
 InVision
 Unreal Engine
 Adobe Creative Suite
 HTML / CSS
 Light Scripting

HUMAN

Rapid, Interactive Prototyping
 Wireframing
 Information Architecture
 User Research & Personas
 Interaction Design
 Design Systems Thinking
 User Flows & IA Maps
 User Interface Design
 Usability Testing
 UX Copywriting
 Iconography
 Storytelling
 Heuristic Evaluations
 Illustration & Typography
 Accessibility

03. EDUCATION

UX Design Immersive

General Assembly

Bachelor of Science in Design

University of Texas

04. AWARDS

Webby: Best Audience Integration

The Walking Dead: The Last Mile

05. OFF THE CLOCK

Games, model-making & miniatures, illustration, horror movies, and libraries.

02. RELEVANT EXPERIENCE

UX Designer - Genvid Entertainment (May 2022 - Present)

Silent Hill: Ascension, The Walking Dead: TLM, Unannounced AAA

- Designed full player experience for each project feature including core gameplay and navigation, video hub, minigames, monetization, and social
- Drove the look and feel of all user-facing features in Silent Hill: Ascension including contributing low fidelity concept art for most impactful areas
- Translated design vision into player-first UX solutions with detailed storyboards, user flows, medium-fidelity wireframes, interactive prototypes, and UI mockups
- Collaborated with engineers to implement responsive UI components and ensure consistent and usable UX solutions across all projects
- Advocated for accessibility standards at all stages of game lifecycle
- Spearheaded constant iteration based on user testing and feedback
- Defined and organized UX style guide and libraries

UX Designer - Microsoft (March 2021 - May 2022)

Minecraft

- Delivered mixed fidelity UX artifacts weekly with Figma: user flows, player journeys, wireframes, personas, IA maps, and interactive prototypes
- Owned essential features in the marketplace and web and saw to their entire lifecycle development based on research and design
- Advocated for Accessibility standards in all support page redesigns
- Collaborated closely with the design team, product, and devs to define and iterate on best quality solutions and implementation
- Crafted style guide for major wireframe and widget components

UX Designer - Certain Affinity (March 2019 - March 2021)

Transformers: Reactivate, Halo Infinite

- Spear-headed detailed information architecture for entire front-end of multi-platform battle royale game
- Engaged in rapid prototyping and delivered high fidelity wireframes for each asset
- Partnered with engineers, product, the UI team, and QA to ideate on and execute the best UX solutions for the game during entire product lifecycle
- Conducted usability testing and extensive user research across different modalities
- Implemented responsive prototypes with Axure and Unreal engine
- Researched and upheld Accessibility standards throughout all features of game

UX/UI Designer - HotSchedules (September 2018 - March 2019)

- Designed and delivered high-fidelity prototypes, wireframes, and user flows
- Maintained relentless user focus by conducting regular in-person interviews with customers and employees
- Developed high-fidelity UI screens for final implementation
- Conducted design audit for entire information architecture
- Created company-wide style guide to ensure consistency and improve upon existing design patterns

UX Design Fellow - General Assembly (May 2018 - July 2018)

- Full-time UX Design immersive focused on real-world applications of design principles and best practices
- Created Delta app redesign, local Austin e-commerce site, and a robust technical app for NuWash with admin dashboard