



Curriculum Vitae

Melissa Keizer, Principal Product Designer

I am a highly skilled product designer with a focus on creating meaningful experiences for users whilst helping businesses grow and meet their goals. I have spent the last decade working across the whole design spectrum including user research, UI/UX design and front-end development. I am a people-orientated, driven and curious person, so naturally I thrive off team collaboration, mentoring others and continual learning.

Experience

March 2020
to Present

Senior Product Designer at *Rotor Videos*

Rotor empowers musicians to create all of the video content they need for a successful release.

I own the end-to-end product journey and all aspects of design at Rotor including feature ideation, wireframes and high-fidelity visual prototypes. I work with the Head of Product to determine requirements for new features or projects and define success metrics.

I conduct user research, usually in the form of in-app surveys, examining FullStory user sessions, analytics, digging into customer support tickets and speaking to users directly. These insights help me to assess the effectiveness of our designs and mitigate any pain points users experience.

Constant collaboration with internal teams, including management and engineering, is key for us to deliver functional, elegant and intuitive design solutions that solve real problems and deliver value to our users.

Key outcomes during my time at Rotor Videos: increased conversion from 3% to 30%, doubled the average transaction size per customer and 10x'd revenue.

Jan 2017
to Feb 2020

Design Lead at *Thrive*

Thrive streamlines operations at organisations, transforms communication for staff and improves employee retention.

During my time at Thrive I completely overhauled the internal feature development process and introduced new UX practices in order to prioritise customer value and enhance the overall user experience of the Thrive platform, including its iOS & Android apps, web app and CMS.

I was able to build out a product team and I took pride in managing and mentoring our junior designers, gaining fulfilment from helping them progress professionally, contribute value to the team and enjoy their work.

March 2015
to Jan 2017

Designer at *EyeKiller*

Digital Agency — website design, usability testing, client presentations and QA

July 2013
to March 2015

Designer & Front-end Developer at *Rumble Labs*

Digital Agency — web, iOS and Mac app design, building websites

May 2011
to Sept 2012

Junior Designer & Front-end Developer at *Creative Online Media*

Placement year at a small agency — design and development of client websites

Education

Sept 2009
to June 2013

Interactive Multimedia Design (B.Sc.) at *Ulster University*

First Class Honours with a Diploma in Professional Practice with commendation

Sept 2002
to June 2009

A Level & GCSE at *Glenlola Collegiate Grammar School*

AAA achieved at A Level in Biology, Religious Studies and Business Studies
10 GCSEs with grades A* to A

Skills

Product Design & Strategy
User Research & Usability Testing
Wireframing & Visual UI Design
Native Mobile App Design
Developing UX Processes
Front-end Development (CSS, HTML, JS)
Photography
Adobe CC
Figma & Sketch

Championing user experience design
Team collaboration & rapport-building
Steering others to produce their best work

References

David Hughes, Head of Product at *Rotor Videos*

david@rotorvideos.com

James Scott, CEO at *Thrive*

james.scott@thrive.app

Interests

Taking photos and image editing
Animals, dog showing and training
Design and tech meetups
Books about human behaviour, psychology, philosophy and culture
Exploring local parks and coastlines while sipping on great coffee

Contact

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