



CURRICULUM VITAE

# Melissa Keizer, Senior UX Designer

## INTRODUCTION

Hi, I'm Melissa. I'm a curious, conscientious designer who loves discovering the motivations of users and applying these insights to design products that solve their problems. I have an eye for detail and enjoy designing intuitive, polished user interfaces.

## EXPERIENCE

January 2017  
to Present

### Design Lead

at **Thrive** (previously TheAppBuilder)

Thrive's platform allows organisations to easily communicate with their employees using a company app. Content editors at the organisation can populate the app using our content management system to publish updates to their iOS, Android and Web app.

At Thrive I lead the design of the product and the UX strategy. Core parts of my role include; designing the various user interfaces (CMS, native apps and responsive web app), carrying out user research and usability testing, working closely with the development team on feature development, creating/maintaining our design system for the core areas of our product, managing and mentoring the design team and helping to shape the internal feature development process as a whole within the business. I also am responsible for creating internal websites such as our patterns library (Jekyll) and marketing website (CraftCMS).

March 2015  
to January 2017

### Web & UX Designer at Eyekiller

I was responsible for designing responsive websites for a range of clients and brands at Eyekiller. The design process involved liaising with the client to determine project requirements, creating sitemaps, wireframing, prototyping, usability testing, final UI and creating the specification for the development team.

July 2013  
to March 2015

### Designer (UI/UX, Web, Mobile) & Front-End Developer at Rumble Labs

Creation of intuitive user interfaces for both web and mobile sites and apps, storyboarding and testing user flows and writing clean, reusable code.

May 2011  
Sept. 2012

### Junior Designer at Creative Online Media

## EDUCATION

Sept. 2009  
Sept. 2013

### Interactive Multimedia Design (B.Sc) at University of Ulster

First Class Honours  
with a Diploma in Professional Practice with commendation

Sept. 2007  
June 2008

### Photography GCSE at South Eastern Regional College

GCSE Grade A

Sept. 2002  
June 2009

### A Level & GCSE at Glenlola Collegiate Grammar School

A Level - Grades AAA  
in Business Studies, Religious Studies & Biology  
Awarded academic cups for achieving top marks in Business Studies & Religious Studies

10 GCSEs with grades A\* to A (Subjects include English & Maths)

## SKILLS

### Core Skills

User Interface Design  
User Research & Usability Testing  
Developing UX Processes  
Responsive Web Design  
Front-end Development  
Photography

### Languages

HTML5  
CSS3 (and Sass)  
Command Line (Version Control/Git)

Experience working with Jekyll (static site generator) and PHP environments including Wordpress, Expression Engine and CraftCMS.

### Design Tools

Adobe Creative Suite  
Sketch  
Invision Studio

## REFERENCES

**Jamie Robinson,**  
Creative Director at Eyekiller  
jamie@eyekiller.com

**Steven Hylands,**  
Creative Director at Rumble Labs  
steve@shylands.com

**Alan Brown, Managing Director**  
at Creative Online Media  
alan@outputdigital.com

## PROFILE

### Personal Information

Melissa Keizer  
Born 22nd March, 1991  
Based in Bangor, Northern Ireland

### Contact

melissakeizer.com  
melissakeizerphotography.com  
email: hi@melissakeizer.com  
@KeizGoesBoom on Twitter

### Interests

Photography, especially when it involves animals. Psychology, habits and personal development related books and podcasts. Design and tech meetups. Lifting weights and going for runs by the lovely North Down coast.