

ITALIAN CITIZEN BASED IN AMSTERDAM / NL • +31 686260315 • MELISEFLORES@GMAIL.COM

## CAREER PROFILE

Award-winning design leader with 10+ years of experience delivering privacy-conscious, user-centered solutions that balance business goals with data-driven design. Expert in scalable design systems, usability, accessibility, and mentoring designers to grow teams. Proven success in cross-functional collaboration, leveraging user research to create impactful, ethical, and innovative solutions.

UX • UI • CX • User Research • UX Research • Usability • Accessibility • Mobile-Friendly • Design Systems • Ecommerce Wireframing • Prototyping • Visual Design • Art Direction • Data Visualization • Figma • Adobe XD • Sketch • Zeplin • Adobe CC • Framer • Webflow • Procreate • Keynote • Miro • Figjam

## CAREER HIGHLIGHTS

- Led over 650 UX/UI design, responsive web, mobile app, and branding projects for 150+ global and local businesses across industries such as technology, e-commerce, and retail. Delivered user-centered solutions by aligning business goals, user needs, and technical constraints.
- Managed cross-functional teams in both remote and in-person environments, excelling in strategy, project coordination, and client relations. Specialized in data-driven design, user research, and scalable design systems to enhance usability and engagement while ensuring consistency across platforms. Collaborated closely with engineers, leveraging a working knowledge of HTML/CSS and JavaScript to align on seamless execution.

## PROFESSIONAL EXPERIENCE

### BOLDEN BV / AMSTERDAM, NORD-HOLLAND, NETHERLANDS

2022 - 2024

Independent creative agency for brand strategy, brand identity, digital and e-commerce. Shopify certified partner since 2014; Based in Amsterdam since 2010.

#### Role: LEAD UX DESIGNER

Led the design and simplification of e-commerce platforms to create user-friendly experiences, boosting conversions and driving sales. Focused on fostering trust amongst users, while delivering high-impact, data-driven solutions.

- Lead UX/UI Designer & Key Account Manager | E-Commerce & Digital Solutions: Led the design and development of high profile e-commerce platforms, websites, and apps for major clients such as Bosch Power Tools, Nubikk, Trimtex, Umob, Mr. Marvel, Mobility Concept and Garmundo, driving user-centric solutions to boost conversions and user satisfaction. Managed projects from concept to launch.
- Design Systems: Developed and expanded scalable, component-based design systems using Figma and atomic design methodology, ensuring brand consistency across platforms. Collaborated with stakeholders, engineers, and marketing teams to improve efficiency, reducing response time for new requests by 50%.
- Project Management & Consultancy: Optimized project tracking systems to improve visibility and decision-making. As a Senior UX Design Expert, guided internal e external teams with informed decisions, advocated for accessibility (WCAG) and provided consultancy on UX-related topics.
- Advocacy & Design Practices: Advocated for the importance of good design practices across the team, helping to elevate the standard of design in every project. Promoted a culture of collaboration and alignment on design principles to ensure high-quality, user-centered outcomes.
- Data-Driven Solutions: Created data-informed design solutions by utilizing user research, A/B test, usability testing, user journeys, and wireflows. Focused on driving measurable results in user engagement, satisfaction, and conversion rates.
- Team Leadership: Mentored junior and mid-level designers, fostering a collaborative, knowledge-sharing environment. Partnered closely with engineers to address constraints and co-create scalable, resource-efficient design solutions.
- Market Trends & Innovation: Kept a pulse on the latest e-commerce trends, exploring opportunities to integrate AI, VR and virtual reality to enhance the user experience and optimize the purchasing process.
- Process Optimization: Utilized Agile, Scrum, and Kanban methodologies to streamline internal processes and improve project tracking, collaboration, and documentation using Asana and JIRA.

### HOGARTH WORLDWIDE, A WPP COMPANY / PORTO ALEGRE & SÃO PAULO (REMOTE), BRAZIL

2020 - 2022

The world's largest creative content producer, creating advertising and marketing communications for global clients.

#### Role: SENIOR UX / UI DESIGNER

Simplify and translate complex ideas into well-crafted, user-centered digital experiences.

- Leading UX Research, A/B testing, workshops, and discovery journeys to clarify project goals and have a deeper understanding of the company's/project's context and ecosystem.

- UX Audits & analysis crossing data and experience, suggesting points of intervention to improve performance.
- Unfolding of brand key visuals, creating design systems and components; prototype ideas, wireframe and layout responsive sites, landing pages, apps, learning platforms, and content management systems.
- Collaborate with different teams (development, QA, content, data, project managers, leads, accounts) and stakeholders presenting my ideas through clear, straightforward communication.
- Created UX UI solutions in multiple projects for global-scale brands like Apple, Coca-Cola, Galderma, BMW, Ciena, Differin, Marlboro, Jameson, Sportsaid (UK).

### **ANATOMIA BRANDING AND DESIGN / PORTO ALEGRE, BRAZIL; DUBLIN, IRELAND (REMOTE)**

**2013 - 2020**

Driven by a passion to learn by doing and create well-designed, strategically targeted projects, I founded my own studio. Teaming up with my business partner in Ireland, I served worldwide clients from multiple industries, in person and remotely.

#### **Role: FOUNDER & HEAD OF UX & BRANDING**

**Manage the business and projects, create teams for specific project needs, client-facing, and design.**

- Launched and improved multiple businesses and products, through brand strategy, visual design, and UX UI.
- Improved my interpersonal and communication skills, as well as being self-motivated, fast learner and result-led.
- Led and implemented projects for more than 120 local and global businesses, mostly on branding (strategy, brand names, brand positioning) digital (UX UI, websites, apps), graphic design (keynotes, editorial design for magazines, books, booklets and flyers, stationery) and illustration.
- Coordinated multiple contractors (marketing, SEO, web development and software engineers, copywriting, illustration), building a dynamic and diverse environment prone to collaboration.
- Created, managed, and followed up digital projects from end to end, including project discovery, design workshops and user journeys, making sure the launch was on time and with distinguished pixel-perfect quality.
- Stakeholders to highlight: Stihl Tools (DE), Toyota (US), Grendene (BR), Melissa (BR), B&A (IE), Grupo RBS (BR).

### **S3 ADVERTISING AGENCY / PORTO ALEGRE, BRAZIL**

**2011 - 2012**

Print and digital agency focused on assisting local small and medium-size businesses from various industries.

#### **Role: MID-LEVEL ART DIRECTOR**

**Coordination of design team, concept and creation of brand identities, and print and digital (UX / UI) graphic materials.**

- Creation of multiple digital multi-channel assets, such as banners, landing pages, newsletters, and responsive sites.
- Participating in branding projects coordinating and creating the complete visual identity, as well as print (brochures, magazines, packaging, promotional items, etc), and digital assets (presentations, e-flyers).

### **TECNIART DESIGN / PORTO ALEGRE, BRAZIL**

**2008 - 2011**

Local design studio focused on print and digital for national and international retail businesses.

#### **Role: VISUAL DESIGNER**

**Editing, concept and art direction for promotional materials, and packaging projects from scratch.**



- Creation of various point-of-sale materials distributed nationally focusing on packaging design, coordination and audition of the offset printing process in close collaboration with large-scale industrial printers. Concept and creation of brands, and visual identities, newsletters, and digital cards. Client-facing and keynotes.
- Stakeholders to highlight: IRWIN Tools, Newell Rubbermaid Group, Graco Baby, Lenox, Rubbermaid.

## **EDUCATION**

**BA HONS GRAPHIC DESIGN (2012) / UniRitter, Porto Alegre - Brazil. GPA 8.26**

## **AWARDS AND HONOURS**


#### **GERMAN DESIGN AWARDS 2019**

-  Winner - Brand Identity
-  Special Mention - Brand Identity


#### **IRISH DESIGN AWARDS 2017**

-  Finalist - Brand Identity Schemes

#### **COLOR MELODY BOOK - COLOUR APPLICATION IN BRAND (2017)**

-  5 Projects Featured and published by DesignerBooks, China (global distribution).

#### **CLAP INTERNATIONAL AWARDS 2016**

-  Winner - Best Corporate Identity System