

Melissa Kallas

Staff Product Designer

Madison, WI

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(630) 508-9014

www.mmkstudio.com

Education

Northern Illinois University

B.F.A. in Visual Communication

Skills & Specialties

Product Design

Design Strategy

Design Systems

Design Leadership

User Experience (UX)

Interface & Visual Design (UI)

Interaction Design

User Research

Ideation / Wireframing / Prototyping

Workshop Facilitation

Accessibility

Content Strategy / UX Copywriting

Information Architecture

Brand & Marketing Design

Tools

Figma

ChatGPT / Claude

AI Design Tools

Bing Image Creator

Miro / FigJam / Mural

Notion

ContentSquare / FullStory

Adobe Creative Cloud

Microsoft 365

Google Workspace

WordPress / Drupal / Sitecore

HTML & CSS, best practices

Work Experience

Appcues | Staff Product Designer

Dec 2021 – Present

- Heads design for the analytics team, simplifying complex data into clear visualizations and insights, achieving a 79% increase in goal creation in just 30 days for B2B and B2C customers
- Leads research initiatives to identify new product opportunities, partnering with Head of Product to craft a strategy, align teams through visual storytelling, and launch 3 major features in 6 months
- Designs 0-to-1 solutions and scales existing features, working closely with product managers, engineers, and marketers to build strong relationships, prioritize roadmaps, and deliver scalable solutions
- Establishes and evolves design standards, enhancing product quality and optimizing team workflows for better scalability and speed
- Spearheaded design system efforts and leads the design system team, launching an initial release in under 6 months and driving company-wide adoption with cross-team contributions within 4 months
- Provides mentorship and feedback to the design team, promoting an open and collaborative working environment and team culture

American Family Insurance | User Experience Designer

Aug 2017 – Dec 2021

- Led the redesign of amfam.com for the Growth & Acquisition Team which played a key role in boosting the J.D. Power rating from last to first for 'Best Insurance Shopping Experience'
- Enhanced online life insurance quoting tools, reducing the drop-off rate by 27%, increasing the completion rate by 18%, and boosting leads by 11%
- Designed and migrated the AmFam Golf Championship website to amfam.com in four months, boosting event page traffic by 20% and saving \$300K in operating costs
- Served as the design liaison for small teams addressing high-impact business challenges, assisting with research, guiding experimentation, facilitating design-thinking workshops, and supporting creative solution development and implementation

Curtis. | Senior Designer

Aug 2006 - Jul 2017

- Directed creative strategy and execution across a wide range of projects, industries, and audiences, delivering tailored solutions in a dynamic agency setting
- Teamed up with cross-functional partners to design, scope, and deliver tailored end-to-end creative solutions that meet business goals for a variety of clients, budgets, and timelines
- Collaborated closely with clients and stakeholders, presenting strategic recommendations, gathering feedback, and refining designs to meet changing business and project needs
- Mentored junior designers, providing support and feedback to help them enhance their skills and build confidence in their work

MMK Studio | Independent Designer

Dec 2009 – Present

- Designs and consults for a diverse range of clients, spanning from small local businesses and nonprofits to nationally renowned brands, like Panera Bread
- Manages all aspects of the business and specializes in design for projects such as brand identity, marketing materials, packaging, websites, and digital applications
- Excels in client management, building strong relationships and consistently delivering distinctive designs that drive repeat business and referrals