

# Melissa Kallas

## Lead Product Designer

Madison, WI

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[www.mmkstudio.com](http://www.mmkstudio.com)

## Education

### Northern Illinois University

B.F.A. in Visual Communication

## Skills & Specialties

Design Strategy

Design Systems

Product Design

User Experience (UX)

Interface & Visual Design (UI)

Interaction Design

Usability / User Testing / User Research

Ideation / Wireframing / Prototyping

Workshop Facilitation

Accessibility

Content Strategy

UX Copywriting

Information Architecture

Brand & Marketing Design

## Tools

Figma

ChatGPT / Claude / Cursor

Miro / FigJam

Mixpanel / FullStory

Adobe Creative Cloud

Microsoft 365

Google Workspace

WordPress / Drupal / Sitecore

HTML & CSS, best practices

## Work Experience

### Help Scout | Lead Product Designer

May 2025 - Present

- Leads design for reporting and analytics features, helping customer support teams uncover insights and take confident, data-informed action
- Collaborates cross-functionally to design 0→1 insights experiences, influence product strategy, and help establish the data foundation for AI capabilities
- Applies systems thinking and experimentation to balance business goals with user needs in an evolving SaaS platform
- Contributes to design operations and fosters a collaborative, feedback-rich culture across cross-functional teams

### Appcues | Staff Product Designer

Dec 2021 – May 2025

- Led design for the analytics team, simplifying complex data into actionable insights—achieved a 79% increase in goal creation in 30 days
- Partnered with Head of Product to define and communicate product strategy, aligning teams and launching 3 core features in 6 months
- Led research, 0→1 initiatives, and scaled existing features in close collaboration with PMs, engineers, and marketers
- Spearheaded and led the design system team—released first version in 6 months and drove adoption with cross-team contributions within 4 months
- Mentored teammates and improved design ops, workflows, and standards to raise product quality and team efficiency

### American Family Insurance | User Experience Designer

Aug 2017 – Dec 2021

- Led redesign of amfam.com, contributing to a jump from last to first in J.D. Power's Best Insurance Shopping Experience
- Improved online quoting flows, reducing drop-off by 27% and increasing lead conversion by 11%
- Designed and migrated AmFam Golf Championship site, increasing traffic by 20% and saving \$300K in costs
- Supported small cross-functional teams with design thinking, research, and experimentation to solve high-impact problems

## Additional Experience

### Curtis. | Senior Designer (2006 – 2017)

- Led strategy and end-to-end design execution for agency clients across industries

### MMK Studio | Principal Designer (2009 – Present)

- Built long-term relationships with small businesses and national brands like Panera Bread, delivering standout brand and digital design work

For a full career history, visit [www.linkedin.com/in/melissa-kallas/](https://www.linkedin.com/in/melissa-kallas/)