

Melissa Kallas

www.mmkstudio.com | melissa@mmkstudio.com

(630) 508-9014 | Madison, WI

Experience

Help Scout | Lead Product Designer

May 2025 – Present

I defined the vision for evolving Help Scout’s analytics product from reactive reporting to a proactive, AI-driven insights experience. That work became the foundation for a companywide product strategy shift. I stepped into active development of company-level data features, contributing to growth from 23% to 40% B2B customers in a single quarter. I designed an AI-powered topics system in close partnership with backend engineering, making complex unstructured data actionable for end users. I reframed in-product monetization through proactive value discovery, driving 123 upgrades to Plus plans.

Appcues | Staff Product Designer

Dec 2021 – May 2025

I built the Sonar Design System from scratch — 14–16 components and 2 themes delivered in 6 months, adopted across 4 product teams and 25–30 engineers. I led account-level data design end-to-end, increasing customers sending account data from 9.9% to 15% and improving product stickiness by 2.3% within 3 months. I redesigned trial onboarding around user readiness, increasing extension install rate from 20% to 49% within 3 days of launch. I contributed to hiring and onboarded two new designers, establishing the team principles, critique cadences, and Figma libraries the team ran on.

American Family Insurance | Senior User Experience Designer

Aug 2017 – Dec 2021

I contributed to a redesign of amfam.com that moved the brand from last to first in J.D. Power’s Best Insurance Shopping Experience rankings. I redesigned online quoting flows, reducing drop-off by 27% and increasing lead conversion by 11%. I designed and migrated the American Family Insurance Championship website, increasing traffic by 20% and reducing operational costs by \$300K.

Curtis. | Senior Designer

May 2006 – Aug 2017

I grew from intern to senior creative lead over 11 years, owning client relationships across brand, campaigns, packaging, and digital. I self-initiated the studio’s shift into web design as client demand grew, becoming the primary resource for all digital projects.

MMK Studio | Freelance, Principal Designer

Dec 2009 – Present

I’ve maintained an active independent practice alongside full-time roles for 15+ years. Clients include Cooper’s Hawk Winery & Restaurants and Panera Bread.

[Additional experience](#)

Skills

Product Strategy & Vision
0→1 Product Design
Design Systems & Platform Thinking
User Research & Synthesis
Interaction & Visual Design
Stakeholder Alignment & Influence
Data-Informed Design
Storytelling & Presentation
Growth & Experimentation
Prototyping & Rapid Iteration

Tools

Figma / Figma
Cursor / Claude Code / Storybook
Claude / ChatGPT / Gemini
Linear / Jira / Shortcut / Notion
Mixpanel / FullStory
Adobe Creative Cloud

Education

BFA, Visual Communication

Northern Illinois University

