



**Melinda Filonuk**

UX Designer

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## EXPERIENCE

### **Product Approvals and Design at Silver Buffalo LLC**

*New York, NY • February 2016 - Present*

*Positions held:*

- Design Manager
- Sr Production Designer
- Production Designer
- Managed the project using agile development framework to assure efficiency and quality delivery in 6 months.  
Collaborating with the Product Approvals team for any and all questions, while directing the team on proper revision paths to take with all licensor rejected artwork.  
Point of contact in the art team for other departments in the company.
- Responsible for artwork application review and inhouse use case testing on new product shape development.  
Manages all department processes and implements new ones as needed to streamline product development.  
Provide insight on current branding style guidelines to the Product Approvals team.  
Provide training for all new hires on the Product Approvals team.
- Build highly detailed tech pack templates and print reference material guides for the Production Design team to use for daily product print artwork setup.  
Oversee all product development and lead the team through any pain points that occur through artwork setup and licensor approvals process.
- Communicates daily with the sales team to ensure target interest products are developed timely for customer placement as part of high priority programs for stores such as Target, TJX, Walmart, and Toynk.  
Relay license focus and Pop Culture trends to the Product Approvals team.

### **UX Designer at Little Bundle Box**

*Avenel, NJ • July 2022 - December 2022*

- Initiated a project that helped families with limited budgets shop for and donate used baby products efficiently and safely online.
- Designed shopping, donating, and item return user flows in 6 months for a responsive website and companion mobile app using Adobe XD through sketching, wireframing, prototyping, and user testing.
- Conducted user experience research with a focus group of 7 participants to iterate on early design concepts.
- Managed the project using agile development framework to assure efficiency and quality delivery in 6 months.
- Revised the visuals and overall product interface layout to strengthen the product based on initial user feedback.

## **UX Designer at Buolor**

*Avenel, NJ • January 2023*

- Initiated a project that helped young children learn colors and objects through color transformative illustrations and accompanying audio.
- Designed interactive flow in 24 hours for a mobile app using Adobe XD through sketching, wireframing, prototyping, and user testing.
- Recorded audio and illustrated 9 characters, establishing an overall visual stylization for the product.
- Managed the project using an agile development framework to assure efficiency and quality delivery in 24 hours.

## **UX Designer at CineTix**

*Avenel, NJ • February 2022 - July 2022*

- Initiated a project that helped busy adults filter and shop for movie tickets based on the intended viewing party efficiently online.
- Designed shopping and interest filter user flows in 5 months for a responsive website using Adobe XD through sketching, wireframing, prototyping, and user testing.
- Conducted user experience research with a focus group of 5 participants to iterate on early design concepts.
- Designed mock movie posters to add realism to visuals.
- Managed the project using agile development framework to assure efficiency and quality delivery in 5 months.

## **SKILLS**

- Technical: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, HTML/CSS
- Design: Information Architecture, User Flow, Wireframing, Prototyping, User Research, Usability Testing, Design System, Responsive Web, App Design, Design for Accessibility
- Collaboration: Agile Development, Monday, Asana, Microsoft Teams

## **EDUCATION**

**Associate in Arts at Brookdale Community College**

*Lincroft, NJ • December 2010*

**Bachelor of Fine Arts in Art: Concentration in Animation  
at Monmouth University • *Dean's List***

*West Long Branch, NJ • August 2013*

**Google UX Design Specialization Certificate**

*Avenel, NJ • 2023*