MELANIE PALAPUZ

UX / PRODUCT DESIGNER

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EXPERIENCE

Brand Strategist & UX Architect | Briteweb

SEPT 2021 - SEPT 2022, VANCOUVER, CANADA / REMOTE

- Led & supported a strategy team of 4 in brand storytelling, user research, insight discovery, and UX architecture for recognized social purpose organizations across Canada and the USA.
- Helped St. Paul's Foundation increase overall donations by 25% and monthly recurring donations by 35%, and Neighborhood Funders Group increase new membership sign-ups by 30% and membership renewals by 40%.

Brand Strategist & Design Intern | Dossier Creative

SEPT 2020 - SEPT 2021, VANCOUVER, CANADA / REMOTE

- Led & supported a 0 to 1 brand strategy process, user research, marketplace analysis, and visual design for the website experiences of 3 leading Canadian civic service organizations.

Brand Strategist & Marketing Intern | Invoke Digital

SEPT 2018 - MAR 2019, VANCOUVER, CANADA

- Influenced design & leadership teams through an organizational re-brand which included implementing a new mission statement, leading core values workshops, and re-launching the company website, increasing overall online engagement by 15%.

Communications Designer | Freelance

JAN 2017 - SEPT 2023, VANCOUVER, MONTRÉAL, TORONTO / REMOTE

- Empowering organizations, clients, and creatives to reach their fullest potential through values-driven brand strategy, data & behavioral insights, and community-centered design.

EDUCATION

BrainStation | Diploma, User Experience Design

SEPT 2023 - DEC 2023, VANCOUVER, CANADA

Concordia University | Bachelors of Fine Arts, Design

SEPT 2012 - JUN 2016, MONTRÉAL, CANADA

PROJECTS

Lead Product Designer | Shopify Mentor Match

NOVEMBER 2023, INDUSTRY HACKATHON FOR SHOPIFY

PROFILE

UX/Product Designer with a 5+ year background in brand strategy, visual communications, and customer experience.

I'm passionate about community-centered design, thought leadership, and empowering clients from diverse industries to reach their fullest potential through design.

EXPERTISE

Brand Strategy & Storytelling, User & Market Research, Design Thinking, UX/UI Design, Visual Communications

TECHNICAL SKILLS

Design Sprints, Wireframing, Sketching, Moodboards, Creative Direction, Visual Communications, Typography, Personas, Empathy Mapping, Task Flows, UI Libraries, Design Systems, Designing for Accessibility, Prototyping, User Testing, Figma, FigJam, Chat GPT, Webflow, Notion, Jira, Asana, HotJar, Google Analytics, HTML & CSS, Adobe CC Suite