**Melody (Pik Yeun) Chui**

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**Summary:**

* I have over ten years of experience in designing and building human-centered, data-centric internal business applications and external e-commerce (B2C & B2B) and informational web, mobile, and tablet applications and websites. I also have extensive skills with wireframe, rapid prototype, visual design, content design and strategies, advertising, digital marketing, traditional marketing, motion graphics, service blueprint, journey mapping, brand development and management, and client services.
* I work very closely with the product owners, UI/UX designers, and business stakeholders to come up with the qualitative user testing plan and scripts which contain the introduction, research methods, tasks, questions, and conclusion. We normally facilitate the UX tests for the internal and external business applications and the websites with 7 participants from various professional fields. Then we apply research insights to the creation of design solutions and business solutions as a member of a team.
* I also collaborate with the team to plan and facilitate quantitative UX research to gather Corporate, Agent, Policyholder, Underwriter, and User insights with using Survey Monkey.
* I work as a Creative Director, Art Director, UI & UX Designer, Mobile, Web, Marketing Manager, Web Manager, Publicity Manager, and Multimedia Designer. I always work closely with the CIO, Head of Business Application, VP of Marketing and Sales, Marketing Directors, Product Owners, UI/UX Designers, developers, software engineers, data scientists, and business stakeholders in an agile environment to develop digital products such as web and mobile applications and websites.
* I am an expert in using Axure, Balsamiq, Figma, Sketch, Adobe Experience Designer, Marvel, InVision Studio, and Proto.io to create interactive prototypes

**Computer Skills**

**Applications & Languages**

Adobe CC 2023 (Photoshop, Illustrator, Dreamweaver, InDesign, AfterEffects, Animate, Experience Designer), Salesforce Pardot, Google Analytics, Figma, Sketch, Sketch Cloud, Axure, InVision Studio, Marvel, Balsamiq, Omnigraffle, Proto.io, HTML 5, CSS 3.0, Bootstrap 4.5 and 5.1, XHTML, REACT, JavaScript, Python, Microsoft Visio, Google Cloud Console, Microsoft Office, MailChimp, Yes Mail, Hub Spot, Campaign Monitor, BananaTag, Flipbook, Google Web Designer, Good Data, WordPress, Square Space, Shopify, Expression Engine, Visual Studio Code, Coda, Survey Monkey, Adobe Audition, Final Cut Pro, Adobe AEM, Azure DevOps, Workfront, Basecamp, Trello, and Asana

**Other Skills**

Marketing, psychology, business law, criminal law, investment  
  
**Professional Experiences  
  
MELODY SH STUDIO – Founder & Creative Director**(Los Angeles, CA) **November 2022 –** Present

* Meet with our clients and business partners to discuss our business goals, requirements, and projects
* Prepare marketing, branding, and web design plan for the clients including inflight entertainment and skincare
* Provide pricings, creative ideas, and business solutions to our clients for our services including advertising, marketing, SEO, SEM, web and mobile development, UX research, and data analytics
* Present our business, marketing, branding, and web design plan to the clients
* Design and build the fully functional, data-centric responsive web and mobile applications for the clients
* Create journey maps and service blueprint
* Design and build the print and online brand identity system for the clients
* Help our clients to maintain the websites and social media channels, monitor the daily visitors, and analyze the customer and user purchasing behaviors
* Help our clients to grow more followers and customers on the social media platforms
* Prepare, plan, and build the e-commerce store for Melody SH Studio
* Grow our followers and customers on the social media platforms

**BERKSHIRE HATHAWAY HOMESTATE COMPANIES (BHHC) - UI/UX Designer & UX Researcher**(Sacramento, CA) July 2021 - November 2022

* Designed user-centric and data-centric interactive B2B and B2C internal and external business applications for Agents, Policyholders, Underwriters, Finance, Marketing, Claims, and internal usage, by applying Axure, Visual Studio Code, Bootstrap 4.5 and 5.1, Typescript, Node.js, React, and Javascript.
* Worked closely with the Marketing Portfolio, Underwriting Portfolio, Claim Portfolio, Finance Portfolio, the Program Manager of Digital Customer Experience and the UI/UX team to modernize BRAVO and to redesign Agency Portal Policy Center, Policyholder Portal Billing Center, Expert Underwriting, FlexPay, Monthly Payroll Reporting, Quick Pay, Edit Payment Utility, Write-Off Utility, Navigator, BHHC.com common sign-in and etc.
* Also work closely with the Business Application Teams, the architecture team, data science team, and the ITOps team to develop user-friendly and high-value internal and customer-centric business applications which meet the needs of the agents, policyholders, underwriters, accountants, claim professionals, and internal usage.
* Work closely with the Program Manager of the Digital Customer Experience and conduct qualitative user tests for the interactive prototypes (wireframes) and responsive web applications in the UAT, QA, and Production Environments for Marketing, Claims, Finance, Underwriting. I also work closely with the Program Manager of the Digital Customer Experience and my teammate to facilitate the UX tests for the new bhhc.com.
* Analyze the participants’ emotions and reactions when they interact with the interactive prototypes. Also analyze their feedback and come up with the insight reports which help to improve the user experiences on the applications.
* Create journey maps and service blueprint

**PALO ALTO NETWORKS - Graphic Designer (Contractor)**

(Santa Clara, CA) February 2021 - March 2021

* I have helped the internal agency, the Farm of Palo Alto Networks, and worked on some of the digital ad campaigns to promote the cloud security products, Prisma, and the security operation products, Cortex. I also worked on some of the digital ad campaigns for Strata.
* Applied Sketch, Figma, Adobe XD, Photoshop, Illustrator, and InDesign to design the data-centric landing pages and responsive web and mobile apps
* Analyzed data with Google Analytics and Adobe Analytics
* I have skills and knowledge of HTML, CSS, and some Javascript
* Used Workfront to manage projects and applied Adobe AEM to backup files

**EMERALD X - Art Director, Senior UI/UX Designer, & UX Researcher**

(Los Angeles, CA) June 2019 - September 2020

* Worked as the Senior Art Director and Designer to help SourceDirect, IGES, International Fastener Expo and CBDx to create all of the marketing materials, B2B e-commerce websites (IGES and SourceDirect), brand guidelines, logos, ads, direct mails, email campaigns, and trade show graphics. Provided design directions and suggestions to the Marketing Directors and the Junior Designers
* Prepared qualitative UX research testing plan and scripts including the introduction, research methods, tasks, questions, and conclusion and facilitated the UX tests with our external customers from various industries
* Analyzed data with Google Analytics and Adobe Analytics
* Used Webflow, Unbounce, and WordPress to build human-centered, data-centric, and user-friendly microsites and B2B e-commerce websites
* Create journey maps and service blueprint
* Worked with the developers and software engineers in an agile environment

**ANUVU / GLOBAL EAGLE ENTERTAINMENT - Web, Design, Publicity, Marketing Manager, & UX Researcher**

(Los Angeles, CA) December 2017 - May 2019

* Managed and maintained skyfilms.com using CMS (Expression Engine). Made sure that all of the movies and TV information were accurate and current
* Helped to redesign the new responsive and data centric B2B website, skyfilms.com. Provided suggestions to create a human-centered and user-friendly website. Oversaw and managed the development process
* Prepared the user testing plan and scripts and facilitated quantitative and qualitative research
* Applied Bootstrap, HTML, CSS, Expression Engine, and Javascript to develop the new skyfilms.com
* Worked with the developers and software engineers in an agile environment
* Analyzed data with Google Analytics and Adobe Analytics
* Conducted market research
* Create journey maps and service blueprint

**ROSETTA STONE - UI/UX Designer and Motion Graphic Designer (Contractor)**

(Arlington, Virginia) June 2017 - July 2017

* Worked closely with the Creative, Marketing, and Technology Teams on email campaigns, HTML5 ads, standard banner ads, graphic design, web design, and mobile app projects
* Conceptualized and created storyboards for the HTML5 ads and marketing materials
* Understood and designed with web standards and UI/UX best practices
* Proficiency with UX design software such as Figma, Adobe XD, Axure, InVision, Sketch, and [proto.io](http://proto.io)
* Analyzed data with Google Analytics and Adobe Analytics
* Create journey maps and service blueprint

**DISCOUNT TIRE - UX/UI Designer / Motion Graphic Designer (Contractor)**

(Phoenix, AZ) July 2016 - October 2016

* Worked closely with the Marketing and Product and Technology Teams on all mobile app and web design and user experience projects
* Conceptualized and created storyboards for the HTML5 ads
* Understood and designed with web standards and UI/UX best practices
* Developed HTML5 ads with Google Web Designer
* Designed and coded email campaigns and landing pages
* Designed responsive and data-centric websites based on the wireframes
* Proficiency with UX design software such as Figma, Adobe XD, Axure, InVision, Sketch, and [proto.io](http://proto.io)
* Analyzed data with Google Analytics and Adobe Analytics

**BOEING - UI/UX, Multimedia Designer (Contractor), & UX Researcher**

(Huntington Beach, CA) March 2016 – August 2016

* Worked on user flow, wireframes, and visual designs for the internal project management application
* Prepared the user testing plan and scripts and facilitated quantitative and qualitative research
* Designed human-centered, data-centric, and user-friendly project management application
* Applied Adobe XD to create wireframes
* Worked with the developers and software engineers in an agile environment
* Analyzed data with Google Analytics and Adobe Analytics
* Create journey maps and service blueprint

**ROSETTA - UX Lead/ Designer & UX Researcher (Contractor)**

(El Segundo, CA) July 2015 – May 2016

* Conceptualized and designed beautiful and human-centered and data-centric user interface for mobile apps, micro-sites, landing pages and email campaigns for Samsung
* Established and maintained strong, collaborative professional relationships with all members of the UX and client strategy teams
* Proficiency with UX design software such as Axure, InVision, and Sketch
* Worked with the developers and software engineers in an agile environment
* Analyzed data with Google Analytics and Adobe Analytics
* Solid background in information architecture, visual design, human interaction design, UX
* Ability to apply internal UX standards as well as UX theories/principles/thinking to optimal design of web and mobile products
* Conducted user research
* Create journey maps and service blueprint
* Led the UX Design team of 10 – 15 people on a variety of successful projects

**ARSONAL - Art Director / Motion Graphic Designer (Contractor)**

(Culver City, CA) November 2015 - December 2015

* Conceptualized, designed and developed HTML 5 ads, skins, micro-sites, and landing pages for Shameless for Showtime

**AVATAR LABS - Art Director / Motion Graphic Designer (Contractor)**

(Encino, CA) September 2015 - November 2015

* Conceptualized, designed and developed HTML 5 ads, skins, micro-sites, email campaigns, and landing pages for Monster High, Smart Toy, Rail Rollers, Barbie Mom and etc. for Mattel
* Conceptualized, designed and developed HTML 5 ads, skins, micro-sites, email campaigns, and landing pages for Fox and NBC

**ANSWER FINANCIAL, INC. - Art Director, UX Designer/Lead, UX Researcher, & Marketing Specialist**

(Encino, CA) April 2013 – July 2015

* Designed Answer Financials’ data-centric and human-centered mobile app, which integrated with Wells Fargo’s financial and online transaction system
* Designed the external e-commerce web application and internal policy admin system
* Understood and designed with web standards and UI/UX best practices. Created wireframes with Axure
* Worked with the developers and software engineers in an agile environment
* Analyzed data with Google Analytics
* In this project I was leading a team of 5 developers

**NBC UNIVERSAL - Interactive Designer / Motion Graphic Designer**

(Studio City, CA) March 2012 – March 2013

* Conceptualized, designed, and built data-centric micro-sites, mini-sites, rich media banners and  
  standard banners for NBC new shows and returning shows such as Revolution, Animal Practice, Guys With Kids, Best Friends Forever, The Voice, American Got Talent, American Ninja Warrior and etc., by integrating Adobe CS6 (Photoshop, Illustrator, Flash, AfterEffects, Dreamweaver, Fireworks, Adobe Audition), XHTML, CSS 2.0, and some ActionScript 3.0
* Worked closely with VP of Marketing, Creative Directors and Design Managers for the post productions of the TV shows that were on NBC Live Stream on NBC website and apps
* Worked closely with VP of Marketing, Creative Directors and Design Managers to define design and marketing strategies that resolved business challenges
* Designed human-centered and responsive website for NBC.com
* Worked with the developers and software engineers in an agile environment
* Proficiency with UX design software such as Axure, Invision, and Sketch
* Solid background in information architecture, visual design, interaction design, and UX
* Ability to apply internal UX standards as well as UX theories/principles/thinking to the  
  optimal design of web and mobile products
* Create journey maps and service blueprint
* Conducted user research

**DUTCH MONACO - Associate Creative Director / Senior UI & UX Designer / UX Researcher / Motion Graphic Designer**

(Culver City, CA) April 2011 – January 2012

* Conceptualized, designed, and built human-centered, data-centric, and user-friendly B2C websites, micro-sites, mini-sites, rich-media banners, Facebook Applications, wireframes and etc. for clients like PlayStation, Electronic Arts, Mattel, THQ, Omelet, Deutsch, Pinkberry, HWH, and etc. by integrating Adobe CS5.5 (Photoshop, Illustrator, Flash, Dreamweaver, Fireworks, Adobe Audition), XHTML, CSS 2.0, Coda, and WordPress
* Conceptualized and drove product user experience by research, creating wireframes, mock- ups, layouts, and prototypes for websites and responsive mobile/tablet experiences
* Applied ASP, HTML, CSS, and Javascript to develop the websites
* Worked with the developers and software engineers in an agile environment
* Proficiency with UX design software such as Axure, Invision, and Sketch
* Solid background in information architecture, visual design, interaction design, UX
* Ability to apply internal UX standards as well as UX theories/principles/thinking to the  
  optimal design of web and mobile products
* Create journey maps and service blueprint
* Prepared the user testing plan and scripts and facilitated quantitative and qualitative research

**MELODY DESIGN - Founder & Creative Director / Lead UI & UX Designer / UX Researcher**(Los Angeles, CA)January 2011 - Present

* Conceptualize, design, and develop human-centered, data-centric, and responsive web and mobile apps, websites, landing pages, mock-ups, layouts, for a variety of clients from different industries (finance, games, toys, entertainment, inflight entertainment, aviation, ships, technology, consumer electronics, insurance, casino, education, healthcare, food and beverage, skincare, beauty, and luxury products)
* Apply Sketch, Sketch Cloud, Figma, Adobe XD, Marvel, InVision Studio, and etc. to create user flows, user profiles, wireframes, low-fidelity design, and high-fidelity mobile apps, websites, and landing pages for clients
* Apply Bootstrap, HTML 5, CSS 3.0, Wordpress, and Javascript to build the landing pages, micro-sites, and large-scale website
* Analyze data with Google Analytics and Adobe Analytics
* Work collaboratively with the UX team, share tools, methods, standards, and workflows that contribute to a superior level of UX and design work quality
* Designed the data-centric and responsive e-commerce fashion shoe website (B2C), Secret Lab for a Chinese shoe manufacture
* Conceptualized, designed, and helped to build the e-commerce website (B2C) and brand style guide for Flor De Cabrera, and the informational website for Vacation for a Purpose, and other clients

**LA TIMES - Senior Interactive Designer**

(Los Angeles, CA) December 2008 – March 2011

**RDGLV - Lead Interactive Designer / Motion Graphic Designer**

(Las Vegas, NV) January 2008 – December 2008

**MGM Mirage - Interactive Designer**(Las Vegas, NV) January 2007 - January 2008

**Newegg.com - Web and Graphic Designer**(City of Industry, CA) January 2005 to December 2006

**Education**

* **University of Colorado at Denver | BFA, Multimedia**August 1997 to June 2002
* **Art Center College of Design at Night | Associate, Entertainment Technology, Graphic Design, and Advertising**April 2005 to December 2006
* **University of Edinburgh | Certificate, Digital Marketing**July 2020 to September 2020
* **HEC Montréal | MicroMaster, UX Design and Evaluation**January 2021 to December 2023
* **Harvard Online | Certificate, Computer Science**  
  May 2021 to December 2023
* **Udemy | Certificate, Computer Science**September 2022 to March 2023
* **Udemy | Certificate, Cybersecurity and Criminal Law**December 2022 to December 2022
* **Udemy | Certificate, Criminal Law**November 2022 to March 2023
* **Udemy | Certificate, Data Science**November 2022 to March 2023
* **Udemy | Certificate, Business Law for Entrepreneurs and Managers**December 2022 to March 2023

**Clients**

Berkshire Hathaway Homestate Companies Workers Compensation Division, Palo Alto Networks, Emerald, Anuvu aka Global Eagle Entertainment, Boeing, NBC Universal, PlayStation, Fox, Showtime, Capital Group, Samsung, AMC, AllStates / Answer Financial, Rosetta Stone, Mattel, Electronic Arts, THQ, Pinkberry, LA Times, MGM Mirage, Meiji, Arbor Mist, The Mirage, Bellagio, Luxor, Treasure Island, Monte Carlo, MGM Grand, Circus Circus, Hotel San Diego, Envy San Diego, Canon, Nvidia, Intel, My Beauty Diary and etc.