

# ANAHÍ MELENDEZ

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## EDUCATION

**Kennesaw State University** | Bachelor's of Science in Interactive Design

**Minor:** Technical Communications

**Relevant Coursework:** Interactive Design I, II, & III, Prototyping I & II, Ethnographic Design, Visual Design I & II, User Interface Design I & II, Front-End Development I & II

**Certifications / Badges:** Google UX Design Certificate, Citi Program: Student in Research, IBM: Artificial Intelligence Fundamentals, IBM: User Experience Design (In-Progress), IBM: Web Development Fundamentals (In-Progress)

## SKILLS

**Design & Research:** UX Research, Usability Testing, Wireframing, Prototyping, Visual Design, Information Architecture

**Methods & Execution:** Agile Development, Design Thinking (HCD), Cross-Functional Collaboration, Technical Communication

**Software & Tools:** Figma, Adobe XD, FigJam, Adobe Creative Suite (Photoshop, Illustrator), Miro, VS Code, GitHub (Basic)

**Foundational Code:** HTML, CSS, JavaScript (Basic Knowledge)

## EXPERIENCE

### Home Depot

Customer Service | Marietta, GA

March 2023 – Present

- Conducted user needs assessments to identify customer goals, constraints, and pain points to recommend optimal solutions.
- Identified recurring usability issues in both in-store and digital ordering systems by adapting to workflow and reducing friction.
- Collaborated cross-functionally with vendors, corporate, and management to resolve issues and improve overall outcomes.

### 48 IN 48

Content Manager and Digital Marketer (Volunteer) | Atlanta, GA

October 2024

- Led content strategy and digital marketing for a team of 4 for a nonprofit organization client in a fast-paced, 48 - hour sprint environment.
- Optimized digital content for usability, accessibility, and conversion across web and social platforms.
- Collaborated cross-functionally with UX designers, Developers, and project managers to ensure content aligned with user flows and user pain points.

### JAQ Corp

Architectural Intern | Chicago, IL

June 2022 – September 2022

- Applied systems thinking to design spatial layouts that balanced user flow, operational efficiency, and regulatory constraints.
- Created structured, scalable design documentation to support cross-disciplinary collaboration.
- Maintained rigorous documentation standards to reduce ambiguity and implementation errors.

## PROJECTS

### ApplyReady

UI UX Designer and Researcher | Kennesaw, GA

February 2025 – April 2025

- Conducted user interviews and usability testing with 8 participants to gain deep insights into job seeker pain points, synthesizing data into design requirements for core product features.
- Established a foundational design system, including typography, color usage, and reusable UI components to ensure consistency and scalability.
- Translated research insights into structured workflows, reducing cognitive load and improving task clarity for first-time users.
- Presented a prototype to an audience of 20+ participants to evaluate user navigation and interaction flows, incorporating feedback to inform team-driven usability improvements.

### GenAlly

UI UX Designer and Researcher | Kennesaw, GA

February 2024 – April 2024

- Conducted in-depth user research to define user personas and behaviors, informing the strategic design decisions for an educational platform.
- Designed core wireframes, user flows, and storyboards to communicate complex information architecture.
- Applied research-driven design to improve clarity and accessibility of educational content.