

# ANAHI MELENDEZ

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## PROFESSIONAL SUMMARY

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Product & UX Designer blending architectural precision with human-centered creativity to transform strategic insights into intuitive, data-driven digital solutions. Proven proficiency across the full product development lifecycle, from conducting mixed-methods user research and defining design strategy to creating high-fidelity prototypes and delivering developer-ready assets. Continuously advocates for user-centric design principles, ensuring product decisions align with both user needs and core business objectives through spatial thinking and meticulous planning.

## EDUCATION

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**Kennesaw State University** | B.S. in Interaction Design

**Minor:** Technical Communications

**Relevant Coursework:** UX Research, User Interface Design, Design Thinking, Visual Design.

## EXPERIENCE

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### Home Depot

Customer Service | Marietta, GA

March 2023 – Present

- Managed complex transactions and processing flows for special orders, ensuring adherence to internal procedural guidelines and minimizing errors.
- Collaborated cross-functionally with inventory, logistics, and delivery teams, serving as a critical communication link to ensure a seamless customer journey from purchase to fulfillment.
- Resolved customer concerns promptly and professionally, demonstrating adaptability and a solutions-oriented approach in a high-volume, dynamic retail environment.

### 48 IN 48 (Agile Delivery & Design Refinement)

Content Manager and Designer | Atlanta, GA

October 2024

- Collaborated in a 48-hour design sprint, delivering a fully functional nonprofit website while ensuring the final solution met accessibility and brand standards.
- Refined and optimized website content and navigation, demonstrating strong attention to detail and a passion for polished interfaces under a tight deadline.

### JAQ Corp

Architectural Intern | Chicago, IL

June 2022 – September 2022

- Collaborated with engineers on the design and execution of four commercial restaurant projects, demonstrating meticulous spatial planning and attention to detail.
- Created and drafted technical drawings, site plans, and floor plans, translating conceptual designs into precise, functional blueprints used for construction.

### Chick-Fil-A (Leadership, Mentorship & Operations)

Team Leader | Marietta, GA

July 2016 – March 2023

- Led and coordinated daily shift operations, ensuring seamless workflow, efficient service, and consistently positive guest experiences.
- Supervised and mentored team members by providing on-the-job training and coaching on operational best practices.

### AmeriCorps Jumpstart Program (Early Education & Team Leadership)

Team Member & Literacy Tutor | Washington, DC

September 2019 – May 2022

- Mentored and tutored small groups of preschool children (ages 3-5) in early literacy, reading, and social-emotional skills using a structured, evidence-based curriculum.
- Coordinated daily lessons and managed activity preparation for the team, demonstrating meticulous planning and a focus on consistent program execution.
- Utilized and documented developmental assessment tools to track and measure child progress, translating data into insights that informed instructional planning.

## PROJECTS

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### ApplyReady

UI UX Designer and Researcher | Kennesaw, GA

February 2025 – April 2025

- Conducted user interviews and usability testing with eight participants to gain deep insights into job seeker pain points, synthesizing data into design requirements for core product features.
- Designed and prototyped the core resume builder interface (high-fidelity mockups in Figma/Adobe XD) and established a foundational Design System (style guide and reusable components).
- Collaborated with cross-functional teams to facilitate design workshops and ensure user needs were translated into technically feasible, production-ready solutions.

### Campus Green (Foundational Research & Data Synthesis)

Lead Researcher & Analyst | Kennesaw, GA

February 2025 – April 2025

- Applied mixed-methods research (ethnographic observation, structured interviews) to explore user behavior in a physical environment, demonstrating proficiency in analyzing customer context.
- Performed thematic analysis on qualitative data, translating findings into actionable insights that guided strategic planning for environment optimization.

### Poppi Promotional Website

UI UX Designer and Researcher | Kennesaw, GA

September 2024 – November 2024

- Led the end-to-end design for a promotional site, creating branded visual assets and interactive prototypes that effectively communicated key product benefits to consumers.
- Applied journey mapping and persona development to optimize the user flow, resulting in a 20% reduction in iteration time and improving decision-making efficiency for users and the team.

### 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.
- Developed core wireframes, user flows, and storyboards to visualize and communicate complex information architecture and user journeys to internal stakeholders.
- Translated research findings into clear, documented design recommendations, demonstrating the ability to merge user feedback and best practices to define the UX/UI design strategy.

## SKILLS

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**Design & Research:** UX Research, Usability Testing/A/B Testing, Wireframing, High-Fidelity Prototyping, User Flows, Design Systems, Persona Development, Accessibility (WCAG).

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

**Methods & Execution:** Agile Development, Design Thinking (HCD), Developer Handoff, Cross-Functional Collaboration, Technical Communication, Spatial Planning, Architectural Precision.

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

## CERTIFICATION

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- Google UX Design Certificate
- Citi Program: Student in Research
- Artificial Intelligence Fundamentals