



melody design

UX/UI DESIGNER

Melody Hays
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SKILLS & PROFESSIONAL STRENGTHS

UX Design & Research

- User research and usability testing
- Wire-framing and prototyping
- User flows and site mapping
- Heatmap and user behavior analysis

Collaboration & Communication

- Cross-functional team collaboration
- Design review and stakeholder presentation
- Developer handoff & implementation support

Design Tools

- Figma, Adobe XD, Illustrator, InDesign
- Photoshop, Procreate, Canva
- Craft CMS, Microsoft Office 365

Project Management

- End-to-end project ownership
- Multi-project timeline management
- Documentation and workflow optimization
- Cross-functional problem solving

Web & Development

- Responsive design
- HTML and CSS
- iOS and Android product experience

Brand & Visual Design

- Brand identity and visual systems
- Multi-brand design consistency
- Iconography and print design

EXPERIENCE

UX/WEB DESIGNER

Evoque Group, San Antonio TX

Dec 2023 – Present

- Partner with in-house developers and a marketing team to design and maintain digital experiences for multiple brands under one parent company, owning UX decisions from concept through launch.
- Directed the full UX and visual redesign of the Clear Design website following a company rebrand, mapping user flows, building page hierarchy, and maintaining responsive templates in Craft CMS.
- Redesigned customer-facing e-commerce pages for Juniper Office, improving product presentation, visual consistency, and the end-to-end shopping experience for a transactional audience.
- Built and maintained responsive pages in Craft CMS for the CultureSpace brand redesign, translating approved designs into production-ready layouts after initial development setup.
- Designed the Willow Park website from the ground up, defining visual direction, information architecture, and responsive layouts for a sub-brand launch under Clear Design.
- Manage ongoing site improvements across multiple brands, including product launches, navigation restructuring, and content updates that keep digital experiences current and usable.
- Apply heatmaps and user behavior tools to identify friction points and usability issues, using findings to inform design decisions that improve engagement and drive conversions.
- Present design concepts and rationale in cross-functional reviews, incorporating developer and marketing feedback to refine experiences before implementation.
- Create digital assets for email campaigns, social media, product launches, and promotional initiatives, maintaining visual consistency with each brand's design system.

GRAPHIC DESIGNER

Evoque Group, San Antonio TX

Sep 2021 – Dec 2023

- Produced print and digital marketing materials across multiple brands, developing a deep understanding of how

visual design decisions affect audience perception and response.

- Designed brochures, presentations, social graphics, campaign assets, and sales materials that communicated clearly across diverse audiences and channels.
- Maintained consistent brand identity across web, print, and digital communications for multiple companies, building the visual systems fluency that now informs UX decisions.
- Contributed design work to integrated marketing campaigns, creating assets that supported customer engagement goals across digital and print touch points.
- Owned a company-wide email signature initiative from vendor evaluation through rollout: selected the platform, configured signatures across multiple brands, wrote internal training guides, and resolved technical issues including workarounds for aliases the platform did not officially support.

EDUCATION

Texas State University

B.F.A. Communication Design, Spring 2021

ACHIEVEMENTS

Graphis New Talent Annual 2021

Ketch Logo | Honorable Mention

Bloombell Logo | Honorable Mention