MELLISA BELLE HANKINS

Based in Melbourne, Australia

Folio: mellimade.com   LinkedIn: linkedin.com/in/mellisahankins

ABOUT ME

I am a versatile product designer and developer with over 12 years of experience in solution design, development, and leadership across a variety of industries in the public and private sectors. Throughout my career, I have participated and led in every phase of the product delivery process, from research to development, but I have a passion for UX design. I enjoy solving problems and making products easy as well as delightful to use. I have collaborated with stakeholders at every level of government and directly with users to ensure the best solution for all. I am strong in stakeholder management, analysis, interaction design, inclusive/accessible design, and innovative solutions.

OBJECTIVE

I am eager to be part of an organisation that values UX/product design, where we can work together to solve the needs of real users and design products that answer their needs. This role will allow me to work with a collaborative team where we can create prototypes and test with users to evaluate designs that meet the requirements of the business, and iterate until delivery and beyond. I look forward to learning from other talented individuals, as well as sharing my knowledge and experience to ensure the best outcomes for the organisation.

CAPABILITIES

UX	UI	Other
• User research	• Visual design	• Agile
• Usability testing	• Inclusive design	• HTML/CSS
• Information architecture	• Data visualisation	• Javascript/Typescript
• Persona/empathy mapping	• Design systems	• Angular/ReactJS/Vue
• User journey maps	• Interactive design	• Accessibility
• Wireframing/prototyping	• Consultation	• Technical feasibility
• Workshop facilitation	• Branding	• Business analysis

Tools
- Adobe Suite (XD, Photoshop, Illustrator, Indesign, After Effects)
- Figma, Framer, Axure
- Miro, Dovetail, Keynote/Powerpoint/Mentimeter
- JIRA, Git, Storybook, Chromatic

EDUCATION

RMIT University	Bachelor of Design (Multimedia Systems)	2005-2008
AIE	Game Design & Development, Certificate III	2012
Free Code Camp	Full Stack Web Development Certification	2016
PeakXD	UX 3-day intensive	2019

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PROFESSIONAL EXPERIENCE

Lead UX Designer
Education Services Australia (ESA)

Principal designer and researcher across multiple projects in the Systems Development Team at ESA, a national not-for-profit company owned by the state, territory and Australian Government education ministers. Worked closely with development teams and external stakeholders to deliver web applications and resources for teachers and students across Australia. Mentored junior designers and developers and lead UX strategy and design across multiple projects.

Achievements include:

- End-to-end design and development of multiple education-related services, serving Year 1 students to state/sector education ministers, on tight deadlines
- Facilitated workshops and multi-modal user research and design approaches to gather insights and collaboratively design with external stakeholders at multiple levels of governance in Australian Government as well as end users to ensure they have access to the best solution
- Championed the DTA Digital design and delivery process to create user-centered products through design thinking - making the process more transparent, evidence-based and collaborative
- Maintained designs and development to WCAG 2.1 AA compliant design specifications across multiple teams to ensure a consistent user experience
- Worked across multiple projects at the same time, managing time and expectations appropriately

Notable projects

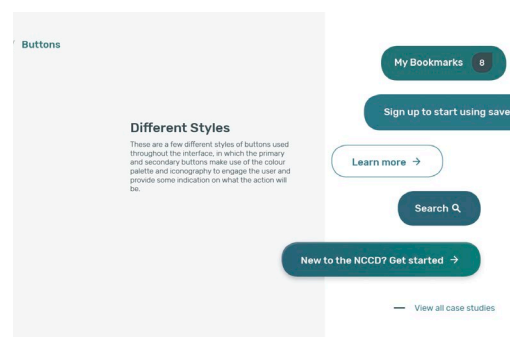**NCCD Portal**

User research: 3 weeks
UI Design + Branding: 4 weeks
Development: 6 months

Led design and front-end development activities to develop functionality to support users in understanding the NCCD process and its relationship to DDA and DSE, following the DTA Digital design and delivery process.

Outputs:

- Audience profile and learning needs analysis: Comprehensive report summarising qualitative and quantitative user research, including personas, empathy maps, user journeys and hypotheses to be tested in next phase
- Branding and identity including logo
- Design and functionality report: Details of the features required to establish a MVP for the portal, including a prototype tested with users based on the hypotheses from the previous phase
- Final product: The final product integrated multiple technologies, including online learning modules, as well as exemplifying the WCAG 2.0 AA standards. It is being used extensively by schools.
- Design system: UI components and technical requirements

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PROFESSIONAL EXPERIENCE
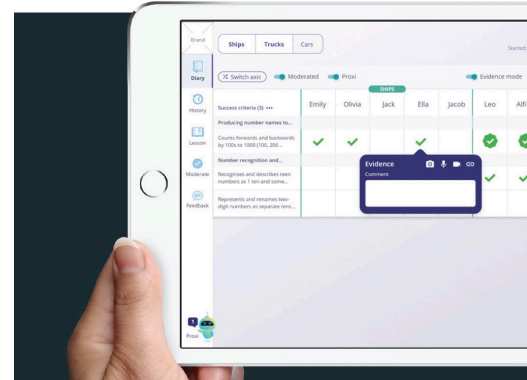
Online Formative Assessment Initiative

User research: 6 months
Design: 6 months

Worked in a team spanning multiple organisations to understand and solve the needs of teachers and students based on the findings of the Gonski Review (2015) that schools need support to allow them to focus on students and their progress in line with the needs of society. Lead researcher and designer during the Discovery (Research) and Alpha (Design) phases of the project.

Outputs:

- Audience profile and learning needs analysis: Comprehensive report summarising qualitative and quantitative user research involving research done across Australia.
- Branding and identity that was workshopped and evaluated with government bodies and end-users
- Design and functionality report: Details of the features required to establish a MVP to support teachers, including an iterative prototype tested with users based on the hypotheses from the previous phase
- Design system: UI components and technical requirements

Course Seeker

Design: 3 months

Designed an interactive information portal for students to find a higher education course most suiltable to their future pathways. Worked closely with external stakeholders and user researchers to create a user-friendly site.

Outputs:

- Branding and identity that was workshopped and evaluated with government bodies and end-users
- Design and functionality report: Details of the features required to establish a MVP to support students, including a prototype tested with users based on the hypotheses from the previous phase
- Design system: UI components and technical requirements

Other projects

- ACARA: Australian Curriculum channel
- NAPLAN
- Scootle
- myskills

- myfuture
- SCIS Data
- Year 1 Phonics Check
- Year 1 Number Check

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PROFESSIONAL EXPERIENCE

Technical Lead and Digital Designer
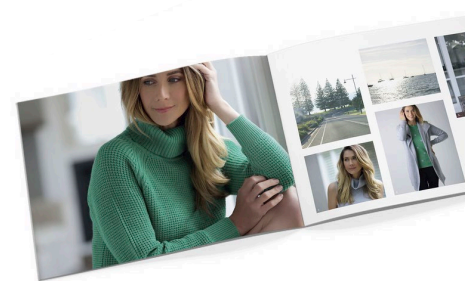Milkyway Multimedia/Freelance Photographer Melbourne

At Milkway Multimedia, I had the opportunity to work on a range of projects, from visual identity, graphic design, web application design and development as well as photography/video production.

Achievements include:

- Primary full-stack developer and promoted to main designer as my experience developed
- Consulted with small and medium sized clients on a range of digital services, including web applications, websites, apps, branding, visual design, email design, print catalogues, product packaging and video production.
- Used Wordpress and Silverstripe to develop user-friendly websites that were optimised for search engines
- Managed the server and hosting requirements of digital services in addition to development
- Developed open-source tools for the Silverstripe platform

Clients include:
Epworth Healthcare, GSK, Godwin Charli

Contract Designer and Developer
Mellimade

Have worked with multiple clients on web design and development, branding, visual design, UI/UX consulting and videography.

Achievements include:

- Led design and front-end development activities for national and international companies with talented development teams
- Developed brochure websites for television promotional activities, working closely with UI designers
- Worked with clients to create solutions for branding and marketing
- Produced design systems aligned to the client's brand
- Developed open-source tools for the Silverstripe platform

Clients include:
Milkyway Multimedia, Stock Software, Trout Creative

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REFERENCES

Provided upon request

Online portfolio

View case studies showcasing my experience and skills in product design, user research, leadership and collaboration, as well as development and branding at:

mellimade.com