SETH MELANI

DIGITAL EXPERIENCE DESIGNER

sjmelani@gmail.com | sethmelani.com

CURRENT ROLE

Accenture | accenture.com | Sr. UX Designer
Nov 2021 - Present

Interaction and visual design of multiple technical products across multiple industries, ranging from chatbots to AI generated smart content assets.

Design, build, and document design system components and resuable patterns. Provide designers and developers essential resources to build technical soultions.

Create content pattern libraries and story archs to give business guidelines for content authoring techniques and best practices.

Design and build flows, interactive prototypes, and visual documentation to communicate designs to stakeholders, and use in user research.

Aid in user research and gathering insights to elevate digital experiences and enhance product features.

OTHER EXPERIENCE

Eventcore | eventcore.com | Web/UX Designer
Mar 2019 - Nov 2021

Design lead for company wide web accessibility initiatives, achieveing WCAG AA compliance across products and corporate online presence by the end of 2019.

Design, definition, and improvements to company website, brand guidelines, identity, and marketing collateral working toward streamlining all areas of corporate presence.

Design, front end development, and implementation of overall custom look, feel, and functionality for client product deliverables.

Implementation and design of company wide process improvement initiatives, with the goal of improved efficiency, communication, and scalability.

Ably Apparel | ablyapparel.com | Web/UX Designer
Sept 2017 - Mar 2019

Customization, design, and enhancement of landing pages, Shopify themes, banners, slides, emails, and other marketing/social media assets increasing customer web traffic and conversions.

TECHNICAL SKILLS

Figma
Miro
Adobe CC
Firefly
Sketch/InVision
Bootstrap
HTML/CSS
SASS/Flexbox
JavaScript
WordPress
Shopify

INDUSTRY KNOWLEDGE

Information Architecture
Affinity Diagramming
Interaction Design
User Personas
Style Guides/Specifications
Design Systems and Patterns
Typography
Logo Design
Web Accessibility
Heuristic Principles
User Interface Design
Wireframes
Visual Design
Photo Editing
Responsive Design
Prototyping
Usability Testing
A/B Testing
Card Sorting
Search Engine Optimization

EDUCATION

Seattle Central College - 2017
AAS Degree Web Design
(3.98 GPA Dean's List)