

**MELISSA SKRBIC-HUSS**

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**PROFILE**

Experienced & creative user experience design professional with a passion for interactive design and usability, solid knowledge of product management, and digital identity strategy.

**SKILLS & QUALIFICATIONS**

User Experience Strategy	User Centric Design	User Experience Design	User Conversion
Digital Identity Strategy	User Interface Design	User Research	User Testing

**PROFESSIONAL HISTORY**

**Sr. Manager, UI/UX**, Procure Software, Denver, CO, 05/20 - current

Responsible for building and leading the design team, working closely with product management and engineering to ship a great product while also partnering with senior management to shape our company's future

- Drives the user experience strategy and creates the space for others to collaborate.
- Works with senior leaders, engineering and product teams to ensure successful and high-quality end-to-end customer experiences
- Partners with product and engineering teams to advocate for the voice of the customer and define user-centric product vision, strategy, and roadmaps
- Leads a team of UX professionals, including designers, content writers, and UX researchers
- Develops and maintains a high-performing team through effective hiring, coaching, and performance management
- Coaches Product Teams (product, engineering, and design) on the usage of user-centered design, engagement models, and metrics
- Set the vision for design systems, processes, and tools that empower product managers, product designers, and engineers to build high-quality, well-designed products consistently and efficiently.
- Leverage and advocate for data and research-driven decision-making. Incorporate quantitative and qualitative insights into design decisions.
- Identify opportunities for UX engagement based on product and user needs

**Director, Product and Design**, ROI Rocket/Roicode (merger), Denver, CO, 09/16–04/20

Oversaw product and user experience strategies for internal application and Community Platform

- Created product strategy that describes business cases, high-level use cases, technical requirements, revenue, and ROI
- Defined design strategy, UX architecture, design system, and usability patterns to drive efficiency and consistency into the community platform's user experience
- Used insights from user feedback, analytics, and user research and usability findings to guide UX strategy and ongoing improvements
- Defined creative brand strategies, budgets, and schedules for key product initiatives.
- Developed high-level task flow content and then used storyboards and other design documents to communicate, influence, and educate others on concepts and visions
- Managed product and design team capacity and delivered artifacts on time at the highest quality that meets user and business needs
- Established and communicates effective design processes

**UX Manager**, Exclusive Resorts, Denver, CO, 09/13–09/16

Managed user experiences and interfaces across multiple devices for corporate websites

- Worked closely with product management, development, and leadership to create and align a product strategy and roadmap that supports users' needs and achieves business goals
- Facilitated kickoff and review meetings to establish business and user goals and requirements
- Developed and guides complex features from initial concept to production and post-launch evaluation
- Ensured consistency with user experience best practices and standards and Exclusive Resorts brand

- guidelines
- Managed contractors, including assessing and assigning project workloads, ensuring overall projects were on track, and proactively identifying course corrections when needed
- Interacted directly with our customers to fully understand their product feedback, frustrations, and praise
- Integrated user-centered design practices into agile development processes. Identify and implement process improvements and design methodologies, making the UI/UX process more efficient and effective

**Creative Lead**, Amadeus Consulting, Boulder, CO, 03/11–09/13

Managed the creative team, which included user experience designers, visual designers, and front-end developers.

- Directed the creative team to create user-centric interfaces for desktop applications, mobile applications, and websites (desktop and mobile)
- Defined the creative team by determining user experience process, creative messaging, and team roles
- Engaged with the client to define business goals, user needs, and project requirements
- Consulted clients on best user experience and user conversion practices.
- Managed both creative and development teams on technical projects from concepts to launch.
- Established front-end development roles and standards, including CSS, JavaScript, cross-browser testing, and mobile frameworks

**Sr. Web Designer**, Quark, Denver, CO, 02/08– 03/11

Led Web Team in creating, developing, and maintaining corporate websites.

- Maximized user experience and conversions for products and support on websites
- Provided leadership and direction on usability and technology to improve the user experience
- Hand-coded efficient, table-less, cross-browser compliant XHTML, CSS, and JavaScript
- Managed five sites and their associated tools, including Web traffic software
- Managed key Web projects to continuously evolve our online business

**Web Designer**, New Media Solutions, Denver, CO, 11/04–01/08

As part of the web development team, utilized extensive knowledge of web design and development best practices to lead client projects from initial conception through completion

- Interviewed clients to determine style guides and visual standards
- Established, created, and presented Web Analysis' for all new projects, which included user personas, sitemaps, and wireframes
- Developed branding and identity packages for fortune 1000 companies
- Lead teams in the design and site build-out
- Designed and constructed websites, including incorporating GUI and branding parameters, developing CSS templates, and installing and theming PHP applications

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**EDUCATIONAL AND CERTIFICATION BACKGROUND**

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UX Strategy Leaders, Center Centre-UIE, 2021

Strategic Design Leadership, Second Wave Dive, 2020

BFA in Multimedia and a BA in Photography, University of Colorado, 2004