Melissa Casole

UX/UI Designer + Engineer

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About Me

I tend to thrive where design, technology, and strategy meet. I am passionate about learning and teaching something new every day –you'll never hear me say "I can't".

I'm passionate about building full blown UIs with sturdy UX bones and developing POCs that speak to the true intention of the design. I have led design systems from the ground up, guided engineering teams, and partnered with PMs to create products that ship at scale.

My secret sauce is creating the perfect cocktail of cognitive psych and design which translates to products that pull on the natural instincts of users.

You'll often find me building functional prototypes that double as developer-ready specs.

Whether it's a design system, a complex enterprise workflow, or a customer-facing app, my focus stays the same: make it simple, make it usable, and make it impactful.

Professional Experience

Sr Designer and UX Manager | Sept 2020 – Present
First Advantage

- Spearheaded the ELEMENTS design system (v2 → v3), aligning 150+ components across React, Angular, Vue, and Web, reducing UI debt by 30% and cutting design-to-dev rework by 40%.
- Increased design sprint velocity by 25% by integrating AI-assisted prototyping and automated developer handoff tools.
- Improved enterprise workflow usability scores by 20% through user research, Hotjar insights, and Microsoft Clarity analytics.
- Mentored and scaled a UX team of 6, achieving 100% retention and raising design ops maturity across the org.
- Partnered with PMs/engineers to deliver features 2 sprints faster on average, accelerating enterprise product roadmap.
- Championed accessibility and WCAG compliance, raising accessibility audit scores from 78% → 96% across apps.

Contract Senior UX Designer | Mar 2020 – Sept 2020
Motivus (formerly Agile Thought)

- Delivered Figma/ProtoPie prototypes that cut stakeholder approval cycles by 35%.
- Conducted interviews and journey mapping that uncovered critical workflow inefficiencies, leading to a redesign that reduced task completion time by 22%.
- Applied responsive design principles that increased mobile usability test success rates from 70% → 92%.

UX Engineer | Oct 2018 – Mar 2020
Mediagistic

- Designed AI/ML-driven ad delivery platform that improved campaign CTR by 18% and reduced ad spend waste by 12%.
- Built front-end prototypes (HTML/CSS/JS) that accelerated dev handoff, saving 10+ hours per sprint.
- Led ADA remediation across marketing deliverables, achieving 100% compliance for client campaigns.

Senior UX Designer | May 2017 – Oct 2018
Inspirata

- Co-designed digital cancer diagnostic software that reduced pathologist workflow time by 30% and increased diagnostic accuracy confidence scores by 15%.
- Facilitated usability testing with 50+ pathologists, directly informing FDA submission readiness.
- Created IA and navigation flows that improved task efficiency in prognostic workflows by 25%.

Lead UX Designer | Jun 2016 – May 2017
MarineMax

- Created the company's first design system, improving design consistency and customer retention by 80% across retail locations.
- Designed POS software adopted by 100+ locations, raising customer satisfaction scores by 85%.
- Led research with sales teams that uncovered workflow bottlenecks, reducing transaction time at POS by 20%.

Education & Certifications
- B.S. in Computer Science & Design, Missouri College, 2007
  Minor: Cognitive Psychology
- Certificate: Human Factors for Medical Devices (AAMI, 2024)
- UX Design Certification - Google, 2020
- Human-Computer Interaction - MIT, 2019

Core Skills & Tools

- **AI in UX & Emerging Tech** – AI-augmented prototyping, prompt design, GenAI tools (Figma Make, Cursor, Lovable)
- **Design Systems & Prototyping** – Figma variables/tokens, ProtoPie advanced prototyping, Unity integration
- **Hardware Integration** – Arduino C++ for medical device prototypes, cross-platform UX prototyping
- **Front-End & Accessibility** – HTML, CSS, jQuery, WCAG compliance, FDA/ISO standards
- **UX Strategy & Leadership** – Cognitive psychology in design, UX research/testing, DesignOps leadership, mentoring