

Melvin Milla

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PROFESSIONAL EXPERIENCE

Canadian Tire Corporation

UX/UI Designer

Toronto, ON

July 2022 – May 2023

- Led and delivered user-centric, pixel-perfect and responsive web designs, ensuring adherence to Accessibility guidelines (WCAG 2.0) and fostering inclusivity through the design process.
- Managed design requirements and prioritization, communicating design rationale to stakeholders, leadership and engineering partners to ensure alignment and successful execution.
- Worked closely with the digital team, actively participating in peer reviews to enhance and expand the product design system.

Oply Tech

UX/UI Designer & Co-Founder

Toronto, ON

Aug 2018 – July 2022

- Successfully shipped 10+ start-up products from start to finish across various industries, generating the company over \$400,000 in revenue.
- Translated complex business problems into product requirements and applied rapid visual design techniques to create simple, intuitive and elegant digital solutions in an agile environment.
- Responsible for overseeing strategic design decisions and delivering design artifacts within the product development life cycle of all projects.

NOTABLE PROJECTS

Momentum

UX/UI Designer & Co-Founder

Toronto, ON

Sep 2020 – July 2022

- Conducted competitive analysis, led brainstorming sessions, and collaborated closely with cross functional team members to take a B2B2C digital fitness platform from conception to launch.
- Spearheaded the brand identity and visual design of all end-to-end user experiences for the consumer facing website, internal dashboard, and iOS & Android mobile app.
- Established and cultivated fruitful relationships with new and existing brand ambassadors through effective communication and exemplary interpersonal skills.

Rhea

UX/UI Designer (Contractor)

Toronto, ON

May 2020 – Sep 2020

- Leveraged scrum methodologies to define, design and ship the MVP version of Rhea's mobile app which was to be used for clinical trials across Canada.
- Conducted extensive usability testing with 12+ participants over 6 weeks to ensure the product followed strict adherence to the rigorous HIPAA security requirements.
- Presented and communicated design decisions, interactive prototypes and iterations based on qualitative and quantitative data to client and their key stakeholders on a weekly basis.

SKILLS

Design

Interaction Design, User Flows, Low to High Fidelity Wireframing, Rapid Prototyping, Sitemaps, Information Architecture, Branding, Design Systems

Research

Surveys, User Interviews, Competitor Analysis, Usability Testing, Affinity Diagrams, Persona, User Journey Maps, Storyboards

TOOLS

Adobe Creative Suite, Figma, Invision, Sketch, Principle, Axure, Zeplin, Mural, Jira, Confluence, HTML/CSS, Javascript

EDUCATION

Ryerson University

2017 · Toronto, ON

B.Comm Candidate in Economics

ADDITIONAL EXPERIENCE

Start-up Design Advisor, The Hub (2019-2020)

Advised several early-stage tech startup entrepreneurs on design practices such as user-centered design principles, processes and accessibility.

ACHIEVEMENTS

University of Toronto Scarborough

1st Place Winner, Startup Competition (2020)