

# MELISSA SKRBIC-HUSS

1812 E. 33rd Ave. Denver, CO 80205

720-933-6872

[melissa@theliquidstudio.com](mailto:melissa@theliquidstudio.com)

[www.theliquidstudio.com](http://www.theliquidstudio.com)

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## PROFILE

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

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## SKILLS & QUALIFICATIONS

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User Experience Strategy	User Conversion	User Experience Design	XHTML/CSS
Digital Identity Strategy	User Interface Design	Product Management	User Testing

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## PROFESSIONAL HISTORY

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**UX Manager**, Exclusive Resorts, Denver, CO, 03/16–Current

Manages user experiences and product strategies for corporate websites

- Works with the business and product team to define a product strategy and roadmap of acquisition and retention websites.
- Leverages deep understanding of user behavior and supporting analytics to make recommendations for technology solutions, roadmap and innovation for clients.
- Drives kickoff and review meetings to establish business and user goals, and requirements
- Evaluates UI and UX development to ensure it matches requirements and comps
- Establishes UX, navigation and design systems and standards for use by designers, developers and BA
- Develops and guides complex features from initial concept to production and post-launch evaluation
- Evaluates UX trends and drive enhancements for online product experiences to stay current
- Manages key agency and vendor relationships and technology capability guidelines and best practices for the business.
- Manages contractors, including assessing and assigning project workloads, ensuring overall projects are on track, and proactively identifying course corrections when needed.
- Interacts directly with our customers to fully understand their product feedback, frustrations, and praise

**Sr. UI Designer**, Exclusive Resorts, Denver, CO, 09/13–02/16

Responsible for designing interfaces across multiple devices for corporate websites

- Created effective UI designs based on business requirements, delivering end-to-end user experience solutions for multiple products and platforms - from concepts, detailed wireframes, prototypes, to visual design comps, and detailed design specifications
- 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
- Served as a leading voice of the Exclusive Resorts member or internal user, and act as a user experience advocate in considering the pipeline of decisions that will impact the consumer journey.
- Works closely with IT and Marketing teams to help enhance usability and user conversion
- Ensured consistency with User Experience best practices and standards and Exclusive Resorts brand guidelines
- Conducted in user testing definition, creating test plans, writing moderator's guides and prototyping

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

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

- Directed creative team to create user-centric interfaces for desktop applications, mobile applications, and websites (desktop and mobile)
- Engaged with client to define business goals, user needs, and project requirements
- Consulted clients on best user experience and user conversion practices.
- Conducted user testing and a/b testing to understand current trends and make recommendations for future phases.
- Managed both creative and development teams on technical projects from concepts to launch.
- Defined creative team by determining user experience process, creative messaging, and team roles
- Established front-end development roles and standards including CSS, JavaScript, cross-browser testing, and mobile frameworks
- Responsible for the professional development of the Creative Team as well as additional staff hired to support the department's anticipated growth.

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

Lead 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 complaint XHTML, CSS, and JavaScript
- Managed five sites and its associated tools, including Web traffic software.
- Analyzed key Web data and makes data-driven decisions.
- Managed key Web projects to continuously evolve our online business.

**Art Director**, New Media Solutions, Denver, CO, 01/07–01/08

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.

- Facilitated kick-off meetings and client interviews
- 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 build-out of Web 2.0 sites
- Maintained and assigned project tasks, budgets, and deadlines

**Web and Graphic Designer**, New Media Solutions, Denver, CO, 11/04–12/06

Contributed to company growth through progressive increases in knowledge and responsibilities.

- Interviewed clients to determine style guides and visual standards
- Created branding and identity packages for print and web capabilities
- Designed and constructed websites including incorporating GUI and branding parameters, developing CSS 2.0 templates, and installing and theming PHP applications
- Conducted cross–browser testing to ensure that websites could be viewed by the vast majority of its audience
- Provided ongoing support for client websites

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**EDUCATIONAL BACKGROUND**

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