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Christian Melendez

Senior Product Designer · UX Strategy and Design Leadership

Strategic UX/Product Designer with 10+ years shaping product direction across complex enterprise environments.
Experienced in translating ambiguous challenges into intuitive digital experiences, influencing product strategy, and aligning cross-functional teams from discovery through delivery. MA in Industrial/Organizational Psychology, bringing a human-centered approach to decision-making, collaboration, and organizational effectiveness.

Sr. Product Designer, Vanguard, Aug 2026 – Present

- Partnered with content strategy during discovery to uncover gaps in user mental models and emotional contexts, influencing product direction and research strategy for an account-freeze experience.
- Designed web and mobile experiences for fraud prevention, balancing complex financial restrictions with intuitive information hierarchy, progressive disclosure, and design system standards.
- Synthesized usability insights from competing interaction flows into a hybrid two-page design solution ultimately adopted by the team.
- Drove cross-functional design alignment through concept exploration, design critiques, and collaboration with UX strategy, product, and content stakeholders, advancing designs through approval and engineering handoff.

User Experience Design Lead, Republic Finance, Feb 2022 – Jun 2026

- Led UX strategy across digital lending, servicing, and internal loan origination experiences, aligning product direction with business objectives.
- Reframed executive NorthStar vision into a principle-driven experience framework and actionable product roadmap.
- Led optimization of online prequalification flows, partnering with Credit leadership to address drop-off and align success metrics.
- Established digital brand governance and scalable interaction and accessibility standards during enterprise CMS migration.

Sr. Product Designer, Prudential Financial, Jul 2021 – Feb 2022

- Partnered with product leadership to shape strategic feature direction across Retirement and Group Insurance experiences.
- Applied structured discovery and concept modeling to challenge assumptions and clarify product direction for digital experiences.

Sr. Product Lead Designer, Bank of America, Jan 2020 – Jul 2021

- Led strategic redesigns across HR, Compensation, and Diversity platforms serving enterprise-scale employee populations.
- Facilitated design sprints and critiques across a 50+ designer organization, strengthening collaboration and design standards.
- Contributed to enterprise design system evolution and mentored junior designers across distributed teams.

Sr. Product Designer, American City Business Journals, Sep 2015 – Jan 2020

- Led UX strategy across e-commerce, events, and analytics platforms, balancing user needs with subscription, advertising, and event revenue models.
- Redesigned e-commerce checkout experiences to improve conversion and reduce abandonment.
- Designed and launched a scalable article template adopted across all publications, standardizing the digital content experience.

Design Manager, Atrium Health, Mar 2015 – Sep 2015

- Managed multidisciplinary design teams and executive stakeholders across enterprise marketing and nationally recognized campaigns.

MA Industrial/Organizational Psychology - University of North Carolina at Charlotte

Organizational Behavior, Change Management, Group Dynamics, Leadership, High-Performance Team Facilitation, Research Methods

BA Music - University of North Carolina at Charlotte

Secondary concentrations: Architecture, Graphic Design

Product Design and Strategy

UX Strategy, Interaction Design, Information Architecture, Design Systems and Governance, AI-Assisted Design Workflows, Cross-Functional Leadership, Funnel Optimization, Executive Communication, Workshop Facilitation, Mentorship

Research and Discovery

Product Discovery, Usability Testing, Service Blueprinting, Journey Mapping, Assumption Mapping, Mixed-Methods Research

Tools and Technologies

Figma (including Make and FigJam), Claude, Sketch, Adobe CC, Miro, UserTesting, UserZoom, JIRA, Azure DevOps, HTML/CSS