



# Christian Melendez

Strategic UX Leader

**10+ years shaping product direction across complex, cross-functional environments. Experienced in bringing clarity to ambiguous challenges and aligning teams around coherent execution. MA in Industrial/Organizational Psychology, informing a practical approach to alignment, performance, and change.**

## **UX Design Lead**, Republic Finance, Feb 2022 – Present

- Lead UX strategy across digital lending and servicing experiences, driving alignment with business performance goals.
- Directed cross-functional initiatives spanning acquisition, servicing, and internal loan origination systems.
- Reframed executive NorthStar vision from feature-based roadmap to principle-driven experience framework.
- Introduced digital brand governance during CMS migration, establishing scalable standards for interaction hierarchy and accessibility.
- Led optimization of online prequalification flow, partnering with Credit leadership to reduce drop-off and align success metrics.
- Facilitated workshops and design critiques to elevate strategic thinking across product, technology, and business stakeholders.

## **Senior Product Designer**, Prudential Financial, Jul 2021 – Feb 2022

- Partnered with chief product managers to define strategic feature direction across Retirement and Group Insurance products.
- Applied structured discovery methods to validate assumptions and clarify strategic product direction.
- Developed concept models for homepage and experience redesign initiatives to improve engagement and clarity.

## **Senior Product Designer (Lead)**, Bank of America, Jan 2020 – Jul 2021

- Led strategic redesign initiatives across HR, Compensation, and Diversity platforms serving enterprise-scale employee populations.
- Facilitated design sprints and feedback sessions across a 50+ designer organization to strengthen alignment and elevate standards.
- Contributed to evolution of enterprise design system to improve consistency and scalability.
- Mentored junior designers and promoted structured critique culture within distributed teams.

## **Senior Product Designer**, American City Business Journals, Sep 2015 – Jan 2020

- Led UX strategy across E-commerce, Events, and Data Analytics platforms, balancing subscription, advertising, and event-based revenue models.
- Led redesign of e-commerce checkout experience to improve lead conversion and reduce abandonment.
- Designed and launched new article template adopted across all publications, standardizing content presentation platform-wide.
- Facilitated cross-functional workshops to align stakeholders on new product concepts and feature direction.
- Mentored junior designers across research, interaction design, and stakeholder communication.

## **Design Manager** (print/digital), Carolinas HealthCare System (now Atrium Health) Mar 2015 – Sep 2015

- Managed multidisciplinary design team supporting enterprise-wide marketing initiatives.
- Partnered with brand and executive stakeholders to reframe digital experience strategy.
- Co-led executive workshops to develop new campaign concepts.
- Directed nationally recognized breast cancer awareness campaign across print and digital channels.

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

- Organizational alignment and change management
- Leadership development and high-performance team facilitation
- Training design and effectiveness evaluation
- Quantitative and qualitative research methodology
- Measurement validity and performance assessment

## **BA Music** - University of North Carolina at Charlotte

Secondary Concentrations: Architecture, Graphic Design

## **Experience Strategy**

Cross-Functional Leadership, Design Systems and Governance, Funnel Optimization, Executive Communication, Workshop Facilitation, Mentorship

## **Research and Process**

Usability Testing, Service Blueprinting, Journey Mapping, Assumption Mapping, Conversion Analysis, Mixed-Methods Research, Learning Evaluation

## **Tools**

Figma, Sketch, Adobe CC, Miro, UserTesting, UserZoom, JIRA, Azure DevOps, Basic HTML/CSS