MERRILYNNE

EXPERIENCE

UX PRODUCT DESIGN, ANCESTRY.COM
May 2015–Present

Designed for web and mobile product. Refined designs through research, product testing, idea iteration, and prototyping. Collaborated with team consisting of designers, product managers, geneticists, and software engineers in DNA and Trust Domain. Project highlights include company compliance for the European Union's GDPR requirements (DNA activation flow, email settings, SAR and data download, delete account), UK launch of DNA traits, and personal/public profiles for user connectivity.

CREATIVE CONSULTANT + DESIGNER
July 2009–Present

Design freelance projects for web, product, and promotional events. Planned corporate events, conferences, benefit concerts, and fundraising. Clients include Utah's Stars & Friends Benefit Concert, Kim Delgrosso Productions, Center Stage Performing Arts Studio, Write It Designs, SCERA Shell Outdoor Theatre.

PRODUCT + EVENT DIRECTOR, BIG PICTURE CLASSES
July 2012–December 2014

Directed and executed online and in-person events for online education company. Oversaw creative development for branding, classes, content, collateral and marketing strategies. Secured facilities, teachers, sponsors, catering, and other logistics.

PRODUCT MANAGER, LETTERING DELIGHTS
November 2009–July 2012

Managed the production of creative content for online digital content distributor including fonts, graphics, clipart, printable projects, and cuttable files. Coordinated design team production of tactile project samples using digital products. Developed marketing efforts for website, email, social media, and affiliate programs.

EVENTS MANAGER, CREATIVE CRAFTS GROUP
March 1999–July 2009

Developed and executed 16 annual scrapbook trade shows and consumer events over a six year period as Events Manager for Creating Keepsakes Magazine. For four years as Product Manager, managed the development of eight creative software products with fonts, clipart, and templates and a digital idea gallery of over 10,000 projects. Managed large staffs including graphic designers, web developers, teachers, and creative artists.

EDUCATION

UTAH VALLEY UNIVERSITY
Bachelor of Fine Arts in Graphic Design, Minor in Digital Media

BRIGHAM YOUNG UNIVERSITY
General studies and undergraduate classes towards a degree in Interior Design

PREFERRED SOFTWARE Adobe Creative Suite, Bohemian Sketch

SKILLS UI/UX, Interaction Design, Scrum + Agile Methodology, Research + Usability Testing Product Strategy, Data Analysis + Visualization, Branding, Layout and Editorial Design

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