

MELISSA SCHUBERT

Senior Product & UX/UI Designer

Creating intuitive digital experiences through thoughtful design and user-centered research.

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PROFESSIONAL SUMMARY

Analytical and creative Senior Product & UX/UI Designer with 20 years of experience leading end-to-end product design across custom software, SaaS, B2B, and B2C environments. Proven ability to translate complex business and user needs into intuitive, research-backed digital experiences — from discovery and wireframing through delivery and iteration.

PORTFOLIO

For examples of work and case studies, visit: www.m-schubert-portfolio.com.

CORE COMPETENCIES

End-to-End Product Design	Business & Process Analysis	User Research & Validation	Wireframing & Prototyping
Software Development – Agile & Scrum	Large, Cross-Functional Teams	Stakeholder Collaboration & Requirements Solicitation	AI & Machine Learning Integration

TOOLS & TECHNICAL SKILLS

Design: Figma, Axure, Adobe Suite (Photoshop, XD), Balsamiq

Project / Dev Tools: JIRA, Confluence, Sharepoint, Azure, Colab, DOORS, Rational Requirements Management

Other: Microsoft Office Suite, Minitab (Statistical Analysis), IEC 62366, ANSI/AAMI HE 74, ISO 13485, ISO 14971, 21 CFR 820

PROFESSIONAL EXPERIENCE

Breakthrough Technologies | Evanston, IL but Working Remotely

Custom software development company with a wide range of services including website development, mobile development, innovative custom tools, integrations, and learning and testing platforms.

Senior Product UX/UI Designer (Senior Business Analyst)

2024 – Present

- ▶ **Led large scale discovery initiatives** for custom web and app experiences, producing data-informed personas, user journeys, detailed workflows, comparative benchmarking, wireframes, prototypes, and a comprehensive style guide to align cross-functional teams around a unified design vision.
- ▶ **Defined end-to-end product direction through structured hypothesis-driven planning**, authoring epic hypothesis statements, feature definitions, and Gherkin-format user stories that bridged UX intent with development execution and ensured measurable, user-centered outcomes.
- ▶ **Translated complex UX/UI and business logic into actionable design specifications**, partnering with stakeholders to shape site and application experiences from initial discovery through delivery — balancing user needs, technical constraints, and business goals at every stage.

Flexential | Denver, CO but Worked Remotely

Through the FlexAnywhere® platform, the company operates over 40 interconnected data centers in 19-20 major markets, specializing in supporting AI, high-performance computing, and complex IT needs.

Product UX/UI Designer & Business Analyst

2022 – 2023

- ▶ **Drove requirements definition** by analyzing complex business needs and translating them into high-level and low-level system requirements, paired with wireframes and prototypes that made abstract requirements tangible for stakeholders across engineering, product, and leadership.

- ▶ **Led cross-functional teams** for a fully redesigned user interface, developing and documenting user stories, use cases, and use case diagrams that gave development teams a clear, shared understanding of intended user interactions and system behavior.
- ▶ **Validated design and system integrity** by planning and executing performance and load tests, ensuring the redesigned experience held up under real-world conditions and met both user expectations and technical requirements before release.

Self-Employed | Loveland, CO but Worked Remotely

Custom software freelancer

Product UX/UI Designer

2017 – 2022

- ▶ **Designed responsive websites and applications for diverse clients**, grounding every creative decision in user research to ensure the final experience authentically reflected the needs, behaviors, and expectations of each client's unique audience.
- ▶ **Translated client and end-user feedback into iterative UX improvements**, closing the loop between research insights and design execution to continuously elevate usability, clarity, and overall experience quality across live products.
- ▶ **Served as the connective thread between clients and their customers**, synthesizing input from both audiences to align business goals with user needs — delivering designs that were not only visually compelling but measurably more effective for the people using them.

USDA / Natural Resources Conservation Service — Spry Methods (Contractor) | Fort Collins, CO with some Remote Work

Federal agency providing financial and technical assistance to America's farmers and ranchers.

Product UX/UI Designer & Business Analyst

2016 – 2017

- ▶ **Anchored product definition from discovery through delivery**, translating complex business needs into high-level and low-level system requirements, then bringing them to life through wireframes and prototypes that guided cross-functional alignment across stakeholder reviews with engineering, product, and leadership.
- ▶ **Lead a fully redesigned user interface** by authoring comprehensive user stories, use cases, and use case diagrams that gave stakeholders and the development team a precise, shared vision for intended interactions — reducing ambiguity and keeping design intent intact through implementation.
- ▶ **Bridged design and quality assurance** by planning and executing performance, load, and functional tests, documenting defects with enough clarity and context that developers could triage and resolve issues quickly — keeping at the forefront the user experience and the release timeline.

Danaher – Hach | Loveland, CO with some Remote Work

Manufacturer of analytical instruments, reagents, and software for water testing and quality analysis at water and wastewater treatment facilities.

Product UX/UI Designer & UX Researcher

2014 – 2015

- ▶ **Designed and led rigorous user research programs** — including contextual inquiries, user interviews, and regular customer site visits — generating rich, firsthand insight into real-world behaviors and pain points that directly shaped product and design direction.
- ▶ **Built and implemented a repeatable UX research framework**, establishing standardized processes and deliverables for integrating user-centered research into the design cycle — elevating research from a one-off activity to a consistent, scalable practice across the organization.
- ▶ **Transformed research into organizational action** by synthesizing complex findings into clear, compelling presentations for cross-functional audiences, equipping product, engineering, and business stakeholders with the user insight needed to make confident, informed design decisions.

Accuray – TomoTherapy | Madison, WI

Radiation oncology company developing precision tumor treatment solutions to extend and improve patients' lives.

Product UX/UI Designer & Engineer

2010 – 2014

- ▶ **Orchestrated end-to-end prototype evaluation sessions** across low- and high-fidelity artifacts, facilitating structured customer feedback sessions and translating findings into iterative design refinements — ensuring each design cycle moved measurably closer to a solution that served real user needs.
- ▶ **Served as the strategic bridge between engineering and distinctly unique stakeholders**, owning all voice-of-customer data collection and analysis and converting nuanced customer insights into precise software requirements and UI specifications that development teams could execute with confidence.

- ▶ **Led user requirements analysis, task analysis, and conceptual modeling** for complex radiation delivery and calibration software, producing rigorous documentation — including personas, scenarios, and visual prototypes — in full compliance with IEC 62366 and ANSI/AAMI HE 74 standards.

PROFESSIONAL ACHIEVEMENT

Certified SAFe Product Owner/Product Manager (<https://scaledagile.com/certification/>) | Certified 2024

Inventor — US Patent 8,545,425 | Issued October 1, 2013

EDUCATION

Bachelor of Science in Biomedical Engineering | Minor in Biology

Marquette University, Milwaukee, WI — 2006

Portfolio & References Available Upon Request • m-schubert-portfolio.com