MELISSA CHAPMAN

LEAD SERVICE + INTERACTION DESIGNER

EXPERTISE

LEADING + MANAGING TEAMS

DESIGN EDUCATION

CROSS-DISCIPLINARY STRATEGIC PLANNING

CREATIVE FACILITATION

GENERATIVE DESIGN RESEARCH, SYNTHESIS + CONCEPT IDEATION

SERVICE DESIGN

SOFTWARE & UI DESIGN

RAPID PROTOTYPING + USABILITY TESTING

PRESENTATION DESIGN + DELIVERY

CONCEPT MODELING

EDUCATION + TRAINING

Austin Center for Design
2013 // **Interaction Design**

Georgia Southern University
2007 // **Writing + Linguistics**

DESIGN EXPERIENCE

NAVA PBC | Design Manager & Lead

- Lead cross-functional teams through ambiguity and towards scoped, validated, human-centered solutions for large federal contracts.
- Work with cross-functional leads to produce multiple year roadmaps for up to 12 different workstreams across 5 partner vendors.
- Serve on the design leadership team to establish the design practice, norms and culture for an agency scaling from start-up to grown-up.
- Spearhead design research initiatives for multiple clients in order to identify overlapping human and business needs.

USAA | Lead Designer

- Served on the Human Centered Design Education Team, whose mission is to connect the Chief Design Office and business partners from across the company to reimagine how USAA designs and delivers human-centered outcomes.
- Led research initiatives to inform our programmatic compass.
- Designed and led workshops, offered coaching, and empowered USAA employees to incorporate research and design strategy into their working norms via toolkits, trainings, and playbooks.
- Captured "Stories from the Field" to showcase our business partners who, by adopting human-centered design methodologies, have increased value for their teams and customers.

US Department of Veterans Affairs | Designer-In-Residence

- Led design for the VA Center for Innovation.
- Drove a portfolio of research and design initiatives aimed at the critical priotity of increasing veteran access to mental health services.
- Worked with practicioners to bring frontline employee innovations to higher fidelity and to scale across the nation's largest healthcare system.

Austin Center for Design | Professor

- Periodically teach a design research and synthesis studio practicum class that pairs students with real-world clients.
- In the course, students learn to use stakeholder interviews and user research to identify industry gaps and opportunities for impact.
- The resulting research principles go form the basis of each student's year-long entreprenurial project, often resulting in full-time businesses after graduation.

Blackboard | Interaction Designer

- Part of a small internal design team reinventing Blackboard core products and services.
- Led foundational research and product for our teacher-facing product suite.
- Designed screens and intricate flows for our core product; contributed to our shared assets library.

IBM Watson | Interaction Designer & Researcher

- Helped pioneer a user-centered research effort with IBM's Watson Developer Cloud product team that angled product direction and stakeholders towards building products that addressed user needs; not just revenue goals.