

MELISSA CHAPMAN

LEAD SERVICE +
INTERACTION DESIGNER

EXPERTISE

DESIGN RESEARCH + SYNTHESIS

CREATIVE FACILITATION

SKETCHING EMOTIONAL VALUE

RAPID PROTOTYPING

USABILITY TESTING

SERVICE DESIGN

SOFTWARE & UI DESIGN

DESIGN EDUCATION

STRATEGIC PLANNING + PROJECT
MANAGEMENT

PRESENTATION DESIGN + DELIVERY

WORKSHOP PLANING AND EXECUTION

EDUCATION + TRAINING

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

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

THE SHORT + SWEET

A mission-focused interaction designer with top-notch training and experience in user-centered product and service design. Driven by connecting human need to product and service value. I'd like to think my bonus points come from being comfortable in chaos, upbeat and resilient.

DESIGN EXPERIENCE

USAA | Lead Designer

Work at the nexus of the Chief Design Office and business partners across the company to reimagine how we design and deliver human-centered outcomes together. Designed and led workshops, offered coaching, and found and built narratives of human-centered breakthrough initiatives across USAA to share company-wide.

US Department of Veterans Affairs | Designer-In-Residence

Lead designer of the VA Center for Innovation. Led design workshops, initiatives, pilot programs; with a portfolio mainly focused on increasing veteran access to mental health services. Worked alongside practitioners to bring front line employee innovations to higher fidelity and scale across a massive healthcare system.

Austin Center for Design | Professor

Professor of Interaction Design and Social Entrepreneurship; specifically teaching and developing curriculum for a studio practicum class wherein students are paired up with an actual client and learn to use stakeholder interviews and user research to identify industry gaps and opportunities for impact.

Blackboard | Interaction Designer

As a key player on a small internal redesign team, my roles included design research, creative direction, developer collaboration, client workshop facilitation and leadership, as well as an extensive amount of software design.

IBM Watson | Interaction Designer & Researcher

I 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.

Projekt202 | Interaction Designer & Researcher

I planned and executed short-term, high-impact design research that resulted in key insights, design pillars, customer journey maps, and detailed product recommendations for Fortune 500 financial institutions.

CONTACT

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