

Melanie Schumacher
Senior UX/UI Designer Product Designer
melanieportfolio.com
[LinkedIn](#)
schumacher.melanie@gmail.com

Experience

Digital Experience Specialist

Portico Benefits Services, 2026- currently employed

- Optimized member and employer portal experiences using UX strategy and content design.
- Conducted content audits, personas, and user journey mapping.
- Applied UX writing best practices
- Collaborated with Product, Marketing, Legal, SMEs, Analytics, and Engineering teams.
- Usability testing, A/B testing, analytics and session recordings.
- Ensured WCAG 2.1 AA accessibility compliance across digital experiences.
- Applied SEO fundamentals, responsive design, and CMS best practices.

Senior UX/UI & Graphic Designer

Clarity Software Solutions / mPulse Mobile, 2024–2025

- Designed and created print and digital communications to align with best practices, research and industry requirements.
- Architect user flows and journey maps that support strategy beneath graphic design assets.
- Developed and managed a creative library that housed all white-label solutions.
- Collaborated cross-functionally with Product, Operations, and Sales to create experiences that meet client, member, and internal team's needs.

Graphic UX/UI Designer

Icario, 2021–2024

- Designed high-performing digital experiences across complex healthcare workflows.
- Built component libraries and visual systems improving consistency and development speed.
- Delivered responsive, conversion-focused landing pages used across multiple campaigns.
- Collaborated with PMs, developers, and researchers to solve usability issues and optimize user flows.

Graphic Designer / Illustrator

Touchpoint Media, 2019–2021

- Designed cohesive multi-brand print + digital experiences for publications, events, and digital platforms.
- Created layouts, illustrations, and high-impact creative concepts that aligned with brand strategy.

EDUCATION

UX/UI Bootcamp – Springboard

B.S. – Metropolitan State University