M

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I'm Melina, a Brand Strategist, Creative Director, and Digital Product Designer from San Francisco.

With a robust background that includes branding and identity design, UX design, and creative strategy, my sensibilities are steeped in process-driven, human-centered methodologies. I have a fervent passion for translating concepts into visual stories, applying design-thinking to processes that optimize team workflow, and identifying hidden gifts to propel business goals. My distinct approach involves investigating real-world human experiences, then applying those scenarios to product creation and brand development. My main goal is to help companies increase their value by strategizing their vision and creating meaningful product experiences and visual stories that empower people everyday.
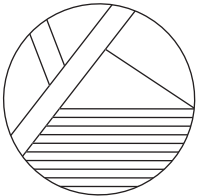
WHAT I LOVE DOING
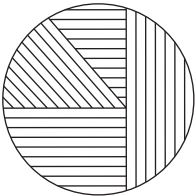
⌄

Strategy, Digital Lyricism, and Treasure Hunting
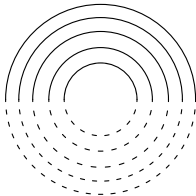
Decipher

⚡

UX Strategy
Product Strategy
Process Development

Create

⚡

Brand Identity
UX/UI DesignDesign
Language

Standardize

⚡

Prototype
Implement
Validate

EDUCATION

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Industrial Design: Visual Communication

September 2004 - March 2008

San Francisco State University

Areas of study: Branding and identity, creative and marketing strategy, typography, graphic design, perspective drafting, branding and identity, technical writing, print and digital landscape, design history

EXPERIENCE

Principal Visual Designer

February 2015 - February 2016

method® Sustainable Cleaning Products

Managed all visual, UX and UI design for methodhome.com and digital landscape for award-winning in-house creative studio, including illustrations, graphic design, lo/hi fidelity mockups, wireframes and user flows, performed front-end development and A/B testing, managed off-site development team.

Senior Art Director

March 2011 - April 2012

Deefind Women's Shoe Fashion

Oversaw and produced award-winning fashion launch events, worked on brand redesign, identity system, and social campaigns, created marketing campaigns and press releases, designed signage for trade show events.

Art Director

November 2009 - March 2011

Moholy Ground Magazine

Brand redesign including logo, messaging, oversaw all digital and print design, created press releases and campaigns, provided art direction to photographers and copywriters, managed interns.

Graphic Designer

August 2008 - November 2009

Goodwill Industries Community Jobs

Created original designs and illustrations, story boards for project campaigns, infographics, iconography.

CLIENTS

⌄

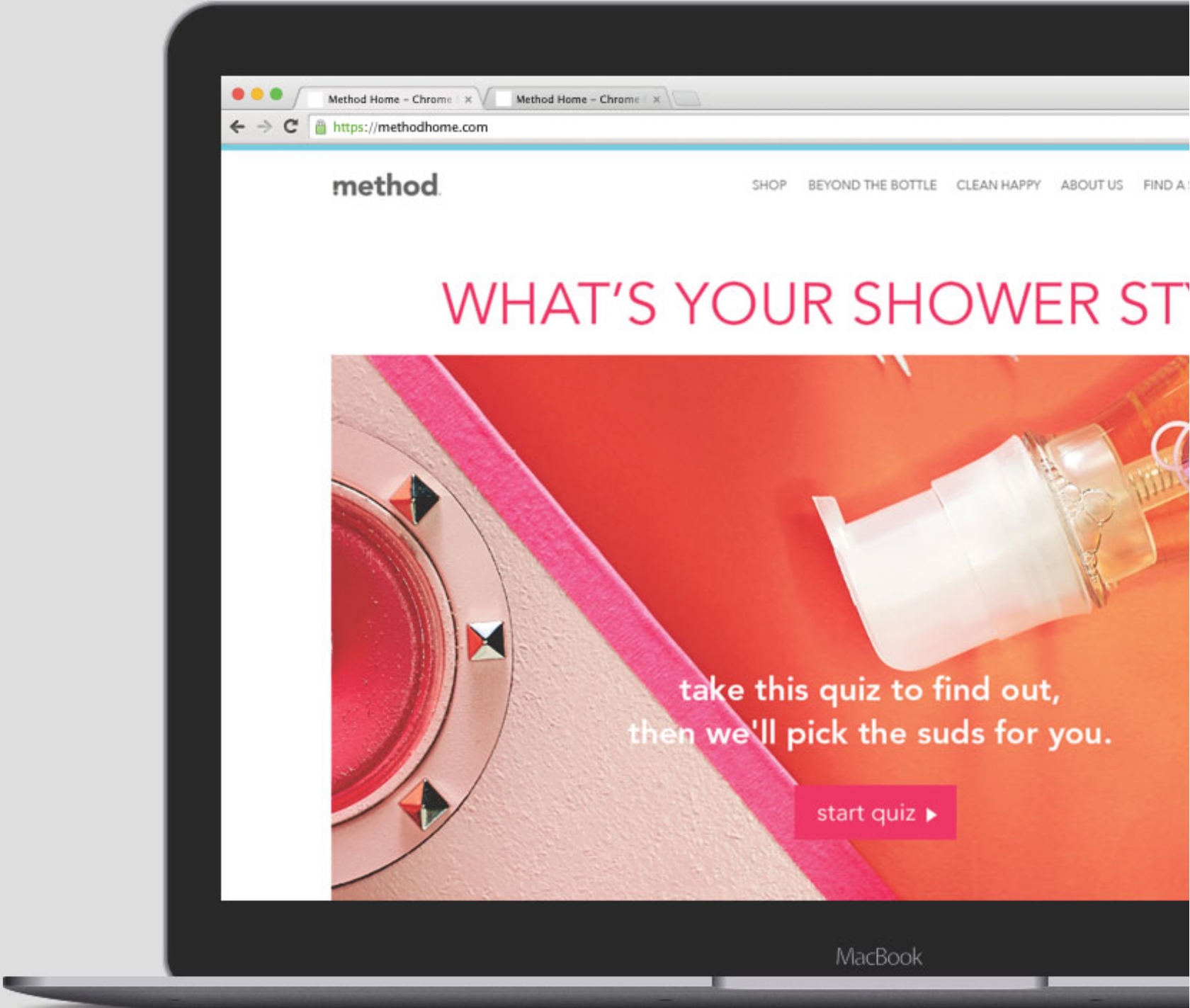My client roster includes some of the most innovative brands in the world, such as...

Expedia
Mozilla
Firefox
Sephora
Moxielash
Bare Escentules
American Giant
Betable

PROJECTS

UX Design, Visual Design

method®:
Interactive Quiz

method®:
Interactive Quiz

Role

Visual Designer,
UX Designer

Scope

Product strategy,
UX Strategy

Length of Project

2 weeks

method® is an award-winning brand pioneering the movement of naturally derived and sustainable cleaning products. Product innovation, scent, and colorful design sets method apart from other products in the green-cleaning segment. Foaming Body Wash was one of their latest magic potions that I worked on.

Challenge: To communicate how our target would benefit from this new product, we had two objectives ecting her to a design forward lifestyle and the second was to demonstrate multiple ways to style a bathroom with the product. method®'s brand is invigorating, colorful, and fun. Armed with research from focus groups and user data, the team learned that there was an opportunity to exhibit a refreshing approach to the shower ritual by designing a fun, interactive quiz to determine users' personalities. These personalties were all based on the four colorful scents: **water flower, cucumber mint, sea mist and ruby orange.**
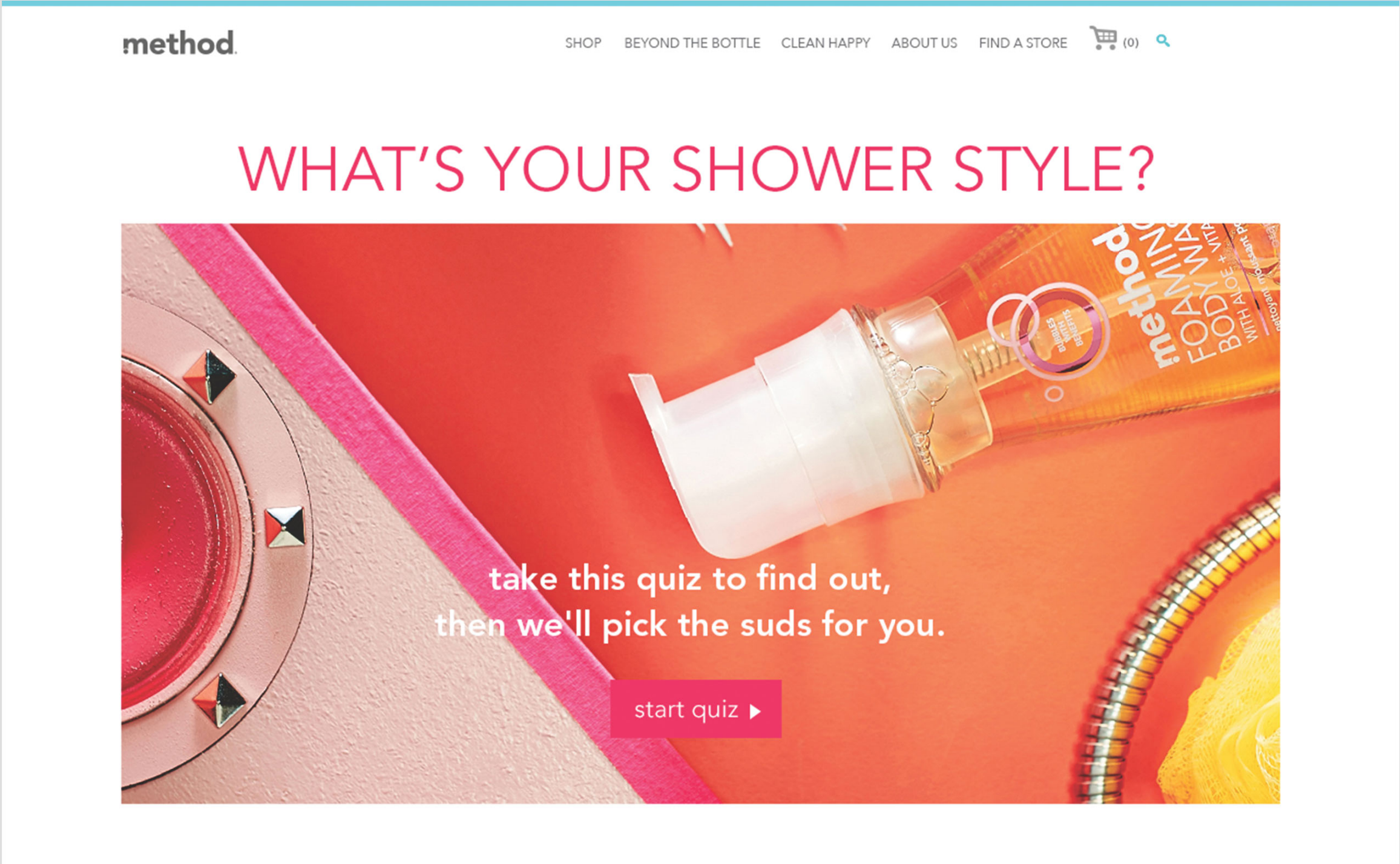
01

VISUAL DESIGN

Interfacing with Soap

How can we make soap an invigorating topic to engage users? Based on data from focus groups and analytics, efficacy and style play key roles in driving movement with our target. That said, we prioritized content in two areas: visuals that communicate an effective product and a vibrant lifestyle that

FOAM SWEET FOAM

press the pump for a handful of hydrating suds. the loofah is optional.

shop now ▶

name of two of the most refreshing things you can imagine…

read more ▶

01

VISUAL DESIGN

An Invigorating Experience

The ultimate goal was to convert to users to customers. To maximize engagement we focused on four key areas: discover their scent-based personality, introduce the new product, and inspire users to style their powder room with the product.
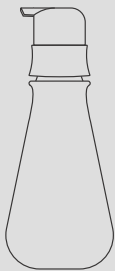
SCENT PROFILES TRANSLATE TO PERSONALITY PROFILES

PERSONALITY PROFILES
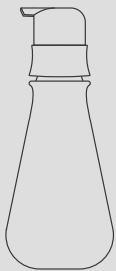
Sea Mist
- Clean
- Mossy
- Replenishing

Water Flower
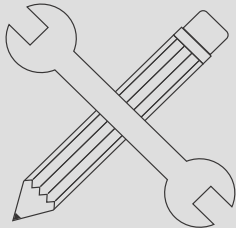- Rich
- Floral
- Calming

Cucumber Mint
- Fresh
- Herbaceous
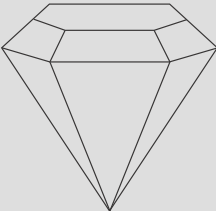- Grounding

Ruby Orange
- Bright
- Citrus
- Energizing

PERSONALITY PROFILES

The Multi-Tasker

you tend to move fast—and we're not talking about relationships. you believe you can accomplish more when you do multiple things at once, like showering while talking to clients. after all, isn't that what speakerphone is for?

The Luxurist

you think everything looks better in pink. and your daily escape is a long, steamy shower with lots of bubbles, preferably with some Sinatra playing in the background. your friends call you a girly girl. you don't think that's a bad thing.
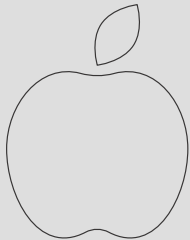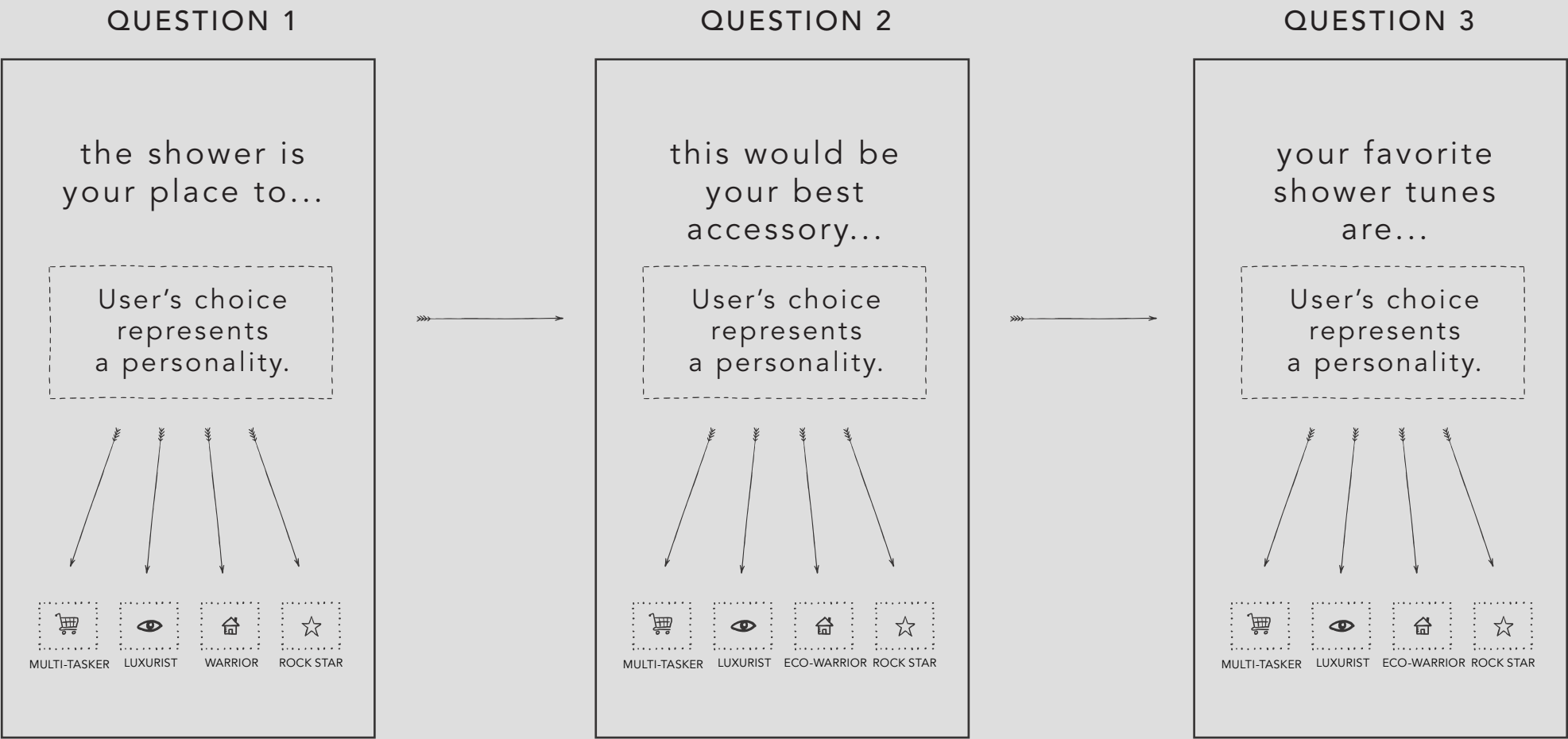
The Eco Warrior

you like green juice, gratitude journals and acro-yoga. and your car of choice is a hybrid. for you, low-flow showerheads and bamboo bathmats are more than just a style statement. you're out to save the world—one bathroom at a time.

The Rock Star

you're outgoing, loud and never shy away from crowds. ripped jeans or studded accessories? why choose, when you can have them both. the shower is your stage and you're always ready for a show. the air guitar playing is optional.

QUESTION 1

the shower is
your place to...

User's choice
represents
a personality.

MULTI-TASKER   LUXURIST   WARRIOR   ROCK STAR

QUESTION 2

this would be
your best
accessory...

User's choice
represents
a personality.

MULTI-TASKER   LUXURIST   ECO-WARRIOR   ROCK STAR

QUESTION 3

your favorite
shower tunes
are...

User's choice
represents
a personality.

MULTI-TASKER   LUXURIST   ECO-WARRIOR   ROCK STAR

Personality Results Based on User's Answers

MULTI-TASKER   LUXURIST   ECO-WARRIOR   ROCK STAR

UX Design, Creative Direction

Moxielash:
Landing Page
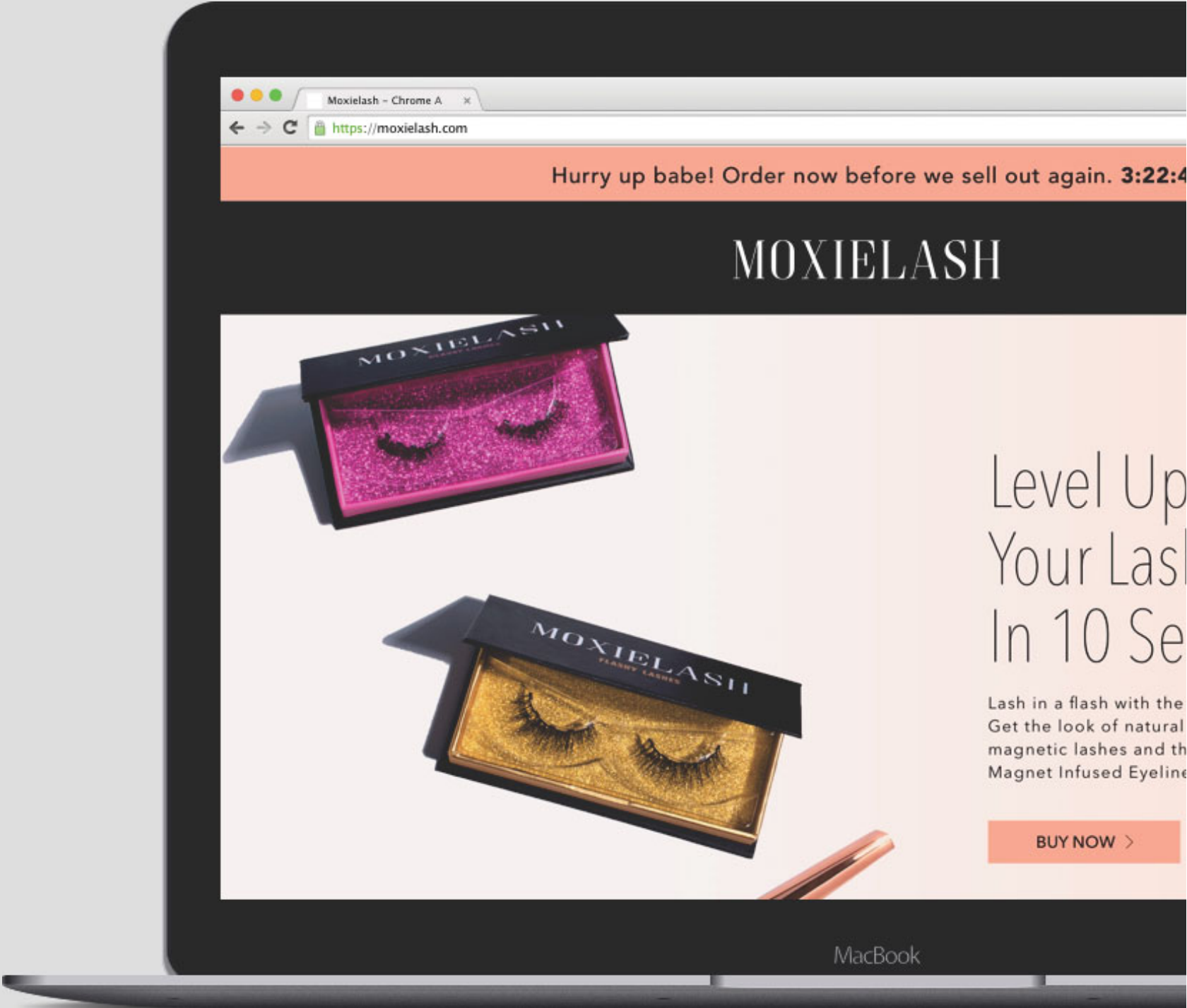
Moxielash:
Creative Direction

Role

Creative Director,
UX Designer

Scope

Process Development,
UX Strategy, Branding

Length of Project

1 month
(speculative project)

Moxielash is a beauty brand that has disrupted the way women apply and wear false eyelashes. The beauty brand's innovative magnetic-eyeliner technology allows its customer to apply false eyelashes in seconds, in contrast to conventional eyelash glue application—which takes much more time, skill and effort.

Challenge: redesign the brand and product experience, by updating the existing sales page, while demonstrating how the product "works in seconds". This was achieved by first getting an acute understanding of the stakeholder's goals, gathering insights of the existing sales page's engagement, and performing a series of deep analyses of the target market. In order to execute these asks, I needed to rebuild the team's workflow methods. I applied design thinking to reconstruct a documented process for a team of photographers, copywriters,and marketing managers to iterate quickly and remain agile.

01

INTERFACE

A High-toned Visual Feast

The previous landing page was very product focused—typical for sales pages. But convincing to buy products without context or instructions was asking a lot. The data we harvested revealed that the instructional videos on Moxielash's Youtube account received the most engagement, so we used those insights to inform how to prioritize the content.

Hurry up babe! Order now before we sell out again. **3:22:43**

MOXIELASH

Level Up Your Lash Game In 10 Seconds

Lash in a flash with the MoxieLash Method™. Get the look of natural and full ultra-premium magnetic lashes and the most powerful Magnet Infused Eyeliner Technology.

BUY NOW ›

Lash Lust

They look like your own lashes.
In two simple steps, our uniquely formulated product locks your lash extensions in place for easy, extended and durable wear.

BUY NOW ›

It's Easy, Babe

Luxury lashes with no costly investment or learning curve. The Learning Kit gets you the best deal to trial the MoxieLash Method™.
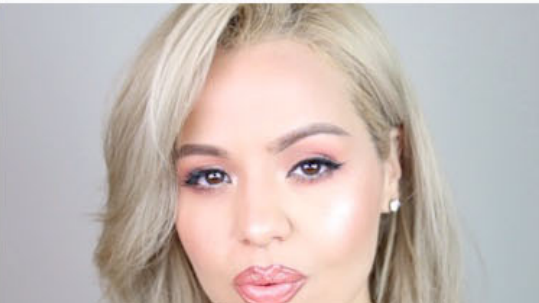
It's Easy, Babe

Luxury lashes with no costly investment or learning curve. The Learning Kit gets you the best deal to trial the MoxieLash Method™. (word count 131)
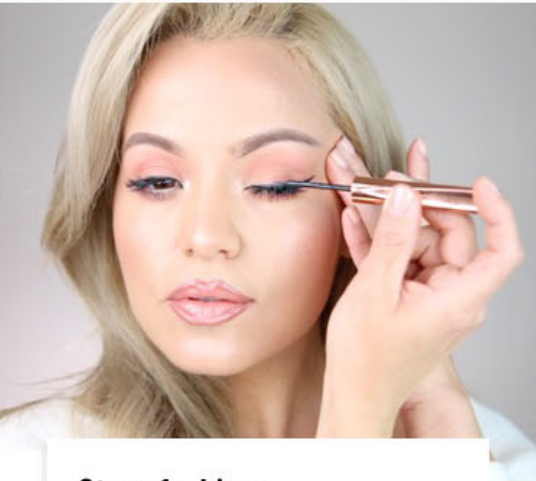
Step 1: Line

Simply apply our patent pending magnetic eyeliner next to your lash line.
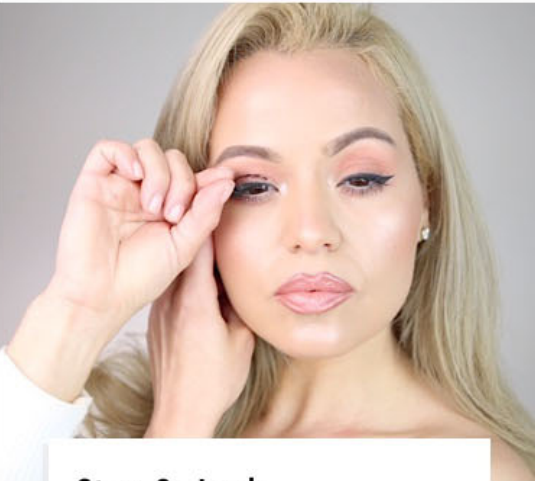
Step 2: Lash

Place your Moxie Lashes close to your lash line and right over magnetic eyeliner.
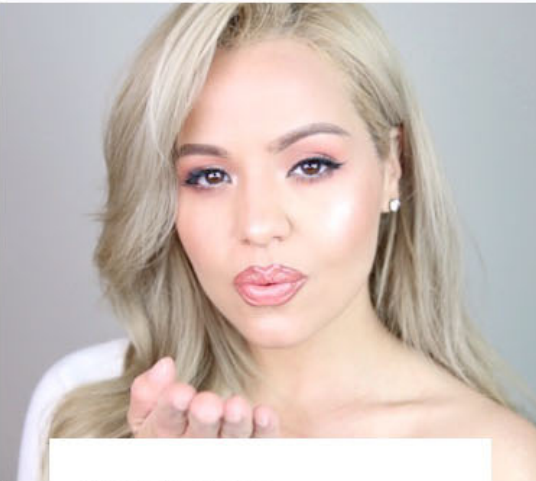
Step 3: Dash

Slay your day babe, and let your lashes do the talking.

BUY NOW >

Valued at $175

$95.00

BUY NOW >

Valued at $175
$95.00

Here's What You Get

1 Classy Lash Set
1 Flashy Lash Set
1 Matte Black Fusion Eyeliner

GET IT NOW >

COLOR PALETTE

⌄

Moxielash's top beauty contributor Instagram influencer, and makeup artist, Bianca Alcazar, was my inspiration for art directing the looks that I constructed. Our signature look was named "Classy", after one of Moxielash's best-selling product. The colors, hues and tone of this look is alluring, sensual, feminine and subtly powerful. Those visual characteristics helped to define the color palette, plus look and feel.

MOXIELASH
Primary Color Palette
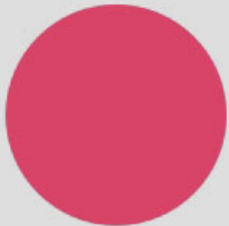
FLASHY
#F7416A

CLASSY
#AD605F

MONET
#817C7C

BABY
#F7CCB8

TYPOGRAPHY

⌄

After investigating the brand's mission and what makes a "Moxie Babe", I searched for
a typeface that felt powerful and classically modern, yet approachable and feminine.
Avenir Next was our winner, which we used for the headlines and body type, which
pairs beautifully with Moxielash's logotype casted in Bodoni.

Type Exploration

30 ULTRA LIGHT	Avenir Next
30 ULTRA LIGHT ITALIC	*Avenir Next*
28 REGULAR	Avenir Next
28 MEDIUM	Avenir Next
29 MEDIUM ITALIC	*Avenir Next*
29 BOLD DEMI	**Avenir Next**
30 BOLD	**Avenir Next**
29 BOLD ITALIC	***Avenir Next***
29 HEAVY	**Avenir Next**
29 MEDIUM ITALIC	***Avenir Next***

MOXIELASH

Lorem Ipsum

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua. Ut
enim ad minim veniam, quis
nostrud exercitation ullamco
laboris nisi ut aliquip ex ea
commodo consequat.

VISUAL ASSETS

Originally, the editorial photography and videography didn't have very much direction. To help the creative team achieve a high-toned, consistently irresistible style, while staying on brand, I constructed a documented process, which included a standardized creative brief and copy deck that captured the art direction for all in-house generated content.

PREVIOUS VISUALS
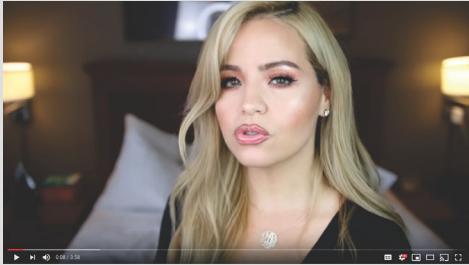
PRODUCTION KIT

MARKETING / CREATIVE BRIEF

DESCRIPTION

Content Name:	02/08 Wink Wink		
Launch Date:	02/11/19		
Campaign Owner:	TBD		
Last Updated	02/08/19		

OVERVIEW

Objective	Content for Upcoming Sales Launch
Overarching design direction	TBD
Makeup look	Classically feminine, sexy with a subtly fierce edge
Editorial direction	

<header module>

Option 1:
HED: LEVEL UP YOUR LASH GAME IN 10 SECONDS

DEK: Lash in a flash with the MoxieLash Method™. Get the look of natural and full ultra-premium magnetic lashes and the most powerful Magnet Infused Eyeliner Technology. (165 characters)

<social proof banner>

OPTION 1:
HED: LASH LIKE A BOSS

NEW ART DIRECTED KIT
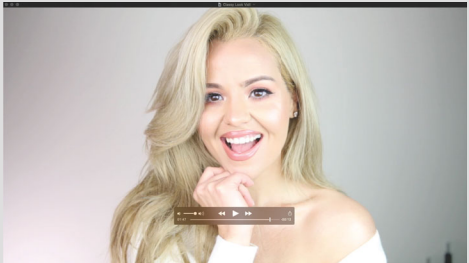
02

An Empowering Experience

Re-examining the data quickly showed us that our user needed more than products to convert her into a customer. Data informed three identified buckets to prioritize content: on-boarding, learning how to use the product, and browsing other customers' product experiences.

Prioritizing and Wireframing

Our focus landed on introducing the MoxieLash brand and MoxieLash method to our core audience with simple, digestible information that would inspire users to purchase the MoxieLash Starter Kit. Since the designers were used to jumping right into wire-framing, I decided to introduce the team to priority guides. This approach got everyone on board with how we would reach our goals and set a clear content hierarchy.

1

HEADER MODULE

VALUE
PROPOSITION

Fierce lashes in 10
seconds.

IMAGE

X

2

KIT MODULE

HEADLINE

WHAT YOU GET

BUNDLED IMAGE
OF PRODUCTS

X

COPY

2 Flashy Lash Sets, Matte
Black, Fusion, Eyeliner,
Moxie Makeup Removers,
Luxe Cosmetic Case

CALL TO ACTION

BUY MOXIE BABE KIT

3

INSTRUCTION MODULE

HEADLINE

HOW IT WORKS

STEP 1
X

STEPS PROCESS
AND IMAGES

STEP 2
X

STEP 3
X

DESKTOP WIREFRAME

MOBILE WIREFRAME

Hurry! Supplies are limited. 00:10:45

Fierce lashes in 10 seconds.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

BUY MOXIE SET NOW

Prep
Lorem ipsum dolor sit amet, consectetur

Set
Lorem ipsum dolor sit amet, consectetur

Jet
Lorem ipsum dolor sit amet, consectetur

BUY MOXIE SET NOW

Here's what you get

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BUY MOXIE SET NOW

Hurry! Supplies are limited. 00:10:45

Fierce lashes in 10 seconds.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

BUY MOXIE SET NOW

Prep
Lorem ipsum dolor sit amet, consectetur

Set
Lorem ipsum dolor sit amet, consectetur

CONTACT

⌄

Feel free to reach out, if you need a hand making your dreams come true!

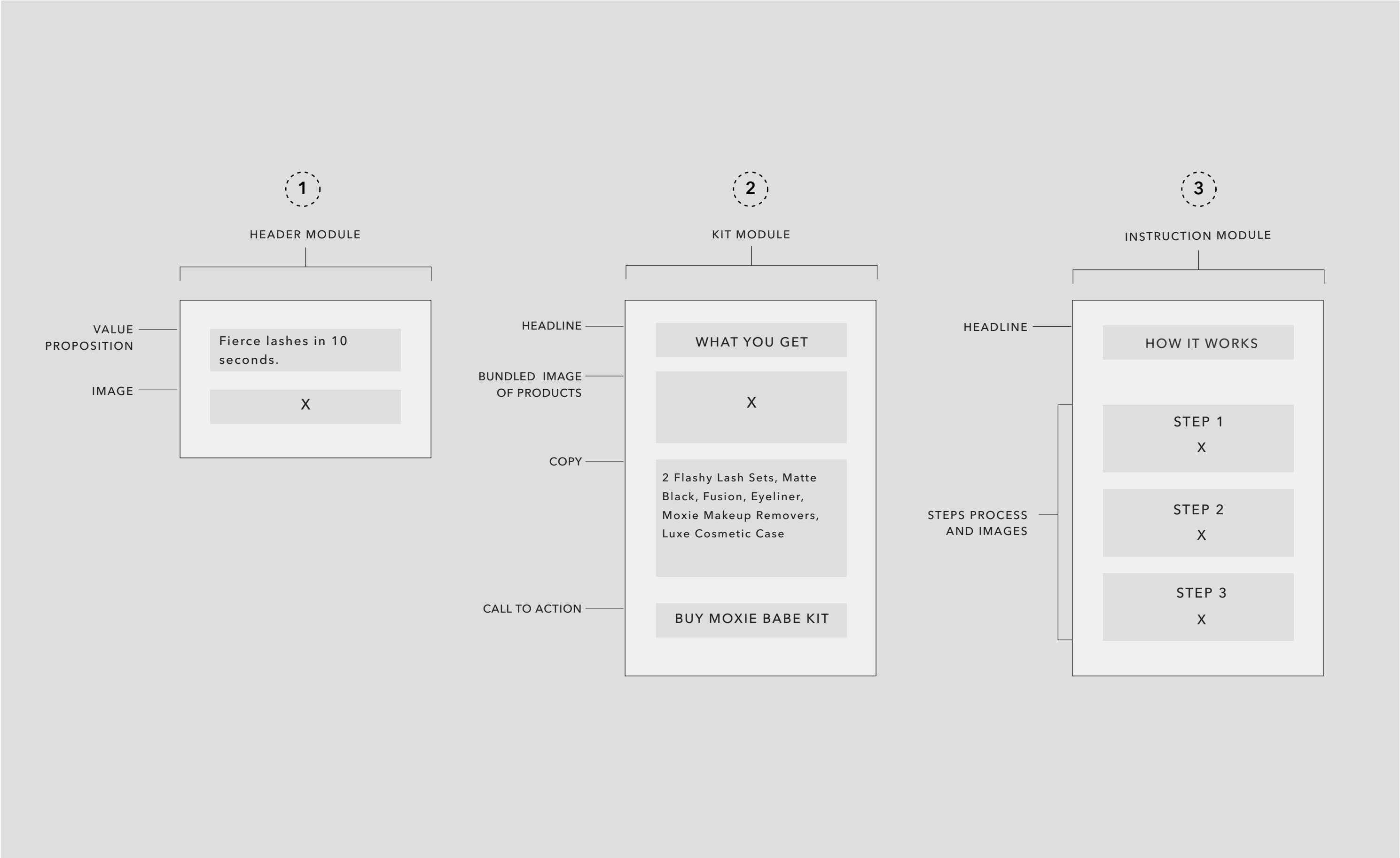**melina@sanshypedesign.com**

02
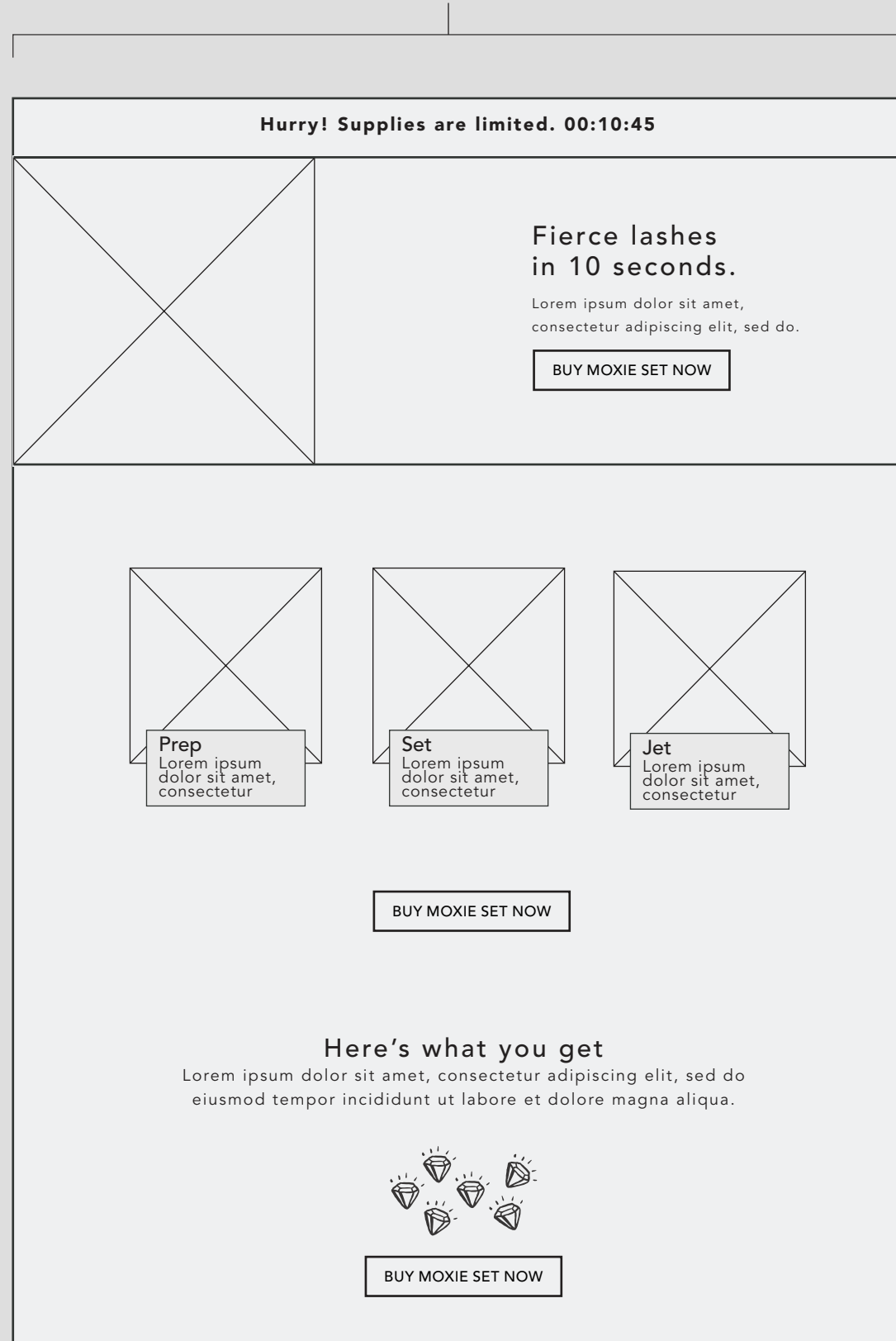
UX Strategy

An Empowering Experience

Re-examining the data quickly showed us that our user needed more than products to convert her into a customer. Data informed three identified buckets to prioritize content: on-boarding, learning how to use the product, and browsing other customers' product experiences.