

NOELLE MARISSA CHEATAM

User Experience Designer| Senior Product Designer| UX Design Lead

My Portfolio

Summary

A customer-obsessed, results-oriented, Queen City based product designer, with over 7 years of enterprise and freelance experience, with web and mobile products. I aim to enrich the world through meticulously crafted, data-informed solutions that deeply resonate with users, ensuring seamless, and meaningful experiences.

Design Experience

Principal Product Designer|UX Designer (August 2024 - Present)

Sephora

- **Led POS System Redesign:** Directed the redesign of Sephora's fixed and mobile POS systems, by leveraging expertise in point-of-sale systems and payment processes to provide innovative solutions tailored to Sephora's retail environment.
- **Managed Ambiguity with Strategic Foresight:** Navigated complex project dependencies with minimal guidance, ensuring seamless progress through agility and operational excellence.
- **Omnichannel Experience Strategy:** Designed seamless cross-platform, client-facing experiences that bridge digital and physical retail, enabling clients to discover, book, and engage with in-store services through their mobile devices.
- **Champion of Collaboration and Communication:** Engaged with cross-functional teams and stakeholders to align on project goals, delivering compelling presentations to drive informed decision-making.

Lead UX Design Strategist|Lead UX/UI Designer (July 2024 - September 2024)

Duke University (Temporary Contract)

- **Hosted Collaborative UI/UX Workshops:** Designed and ran interactive UI/UX workshops with stakeholders and community members to gather actionable feedback and align on design priorities for the design of the Partnership Platform Tool..
- **Led Concept Validation Efforts:** Collaborated with cross-functional teams to validate design concepts through research and prototyping, ensuring alignment with the initiative's mission-driven goals.

Lead Product Designer|User Experience Designer III (July 2023 - July 2024)

MGM Resorts International

- **Spearheaded the Integration of Gaming Offers and Rewards:** Directed the design and product vision for incorporating casino gaming offers and rewards into the MGM loyalty and rewards mobile app, enhancing user engagement.
- **Implemented Human-Centered Design:** Created immersive and intuitive interfaces for mobile, web, and M5 slot machines using a human-centered design approach and journey maps.
- **Maintained MGM Design System:** Actively developed and maintained the MGM component-based design system, ensuring a cohesive and user-centric experience across platforms.

Lead Product Designer|User Experience Designer (July 2022 - July 2023)

Wells Fargo Co

- **Led Design and Product Direction:** Directed the design and vision for credit card application processes across multiple platforms, impacting 10MM+ consumers and 19,000+ merchants.
- **Enhanced Usability through Research:** Collaborated with a UX researcher to improve customer experience via usability testing, leading to a 17% increase in task completion.
- **Developed Comprehensive UX Solutions:** Implemented user-centered design tools and created marketing materials, optimizing internal enterprise software for better usability and efficiency.

Freelance Product Designer (May 2018 - May 2024)

Elle C Collective | Flourish | Fiverr

- **Enhanced Client Engagement:** Delivered high-quality visual design and marketing content, defined brand identity, and executed social media campaigns, enhancing client reach and engagement.
- **Led Mental Health App Development:** Designed high-fidelity prototypes for a mental health wellness app, leading the development from ideation to user testing, and mastered the end-to-end iterative design process.
- **Optimized E-commerce Websites:** Collaborated on website redesign projects, conducted user research, created wireframes and prototypes, and optimized e-commerce websites to reduce misdirected customer queries by 80% and improved success in locating gas stations.

Skills

Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign, Invision, FigJam, Miro, Mural, Axure, and Zeplin, interactive designs, design systems, User testing, A/B testing tools, Google Analytics, personas, journey mapping, Agile methodology, design sprints, product management, stakeholder management, pitching to stakeholders, team management, cross-functional collaboration, SharePoint, Confluence, SaaS, strategic planning, information architecture, UX writing, leadership, presentation, leadership, interaction design, strong communication, qualitative/quantitative research, Jira.

Education

University of North Carolina at Charlotte
Bachelor's degree: Communication Studies & Public Health

Google: Coursera
User Experience Design Certificate Program

UX Mentorship

UX Bootcamp Instructor
Darkmode.zip (February 2024 - May 2024) Create Developed UX bootcamp curriculums, facilitate sessions, mentor, and support learners

Content Creator
Elle's Design Diary (2023–2024)
Created informational youtube, Instagram, and tik tok videos for early career designers. Also created free resources and provide mentorship for aspiring UXers.