



UI/PRODUCT DESIGNER

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[Design Portfolio](#)

# Melissa Archer

A Proactive UI/Product Designer with experience in B2B web applications across desktop, tablet, and mobile. Skilled in agile methodologies, human-centered design, and design systems, I deliver user-driven products that exceed expectations. A strong collaborator with excellent organizational skills, I ensure project success and on-time delivery

## Skills

### DESIGN

UI/UX Design  
Visual Design  
User Flows  
Wireframing  
Prototyping  
User Testing  
Storyboarding  
Illustration  
Animation  
Graphic Design  
Typography  
Brand Identity

### CORE STRENGTHS

Adaptability  
Collaboration  
Communication  
Design Thinking  
Empathy  
Problem-Solving

### TECHNICAL

Figma  
Illustrator  
After Effects  
Photoshop  
InDesign  
PowerPoint  
InVision

## Work Experience

**Bank of Montreal** 2019-2025, Toronto

**UI & PRODUCT DESIGNER** 2021 - 2025

Led the UI/Product Design of a Data & Analytics Marketplace. Supported communication efforts for the product with promotional materials.

- Created sketches, wireframes, lo and hi-fi mockups, and clickable prototypes for new features, such as the landing page, forms, dashboards, and chatbot
- Worked with Product Owner, UX Lead, and Developers, in an agile framework. Completed bi-weekly sprints, to deliver timely features
- Conducted usability testing and iterated on designs based on user feedback, resulting in significant improvements in user experience
- Contributed to design system evolution, ensuring consistency and accessibility across the application
- Delivered compelling visual designs and UI elements, balancing user experience and business goals, improving product quality, and increasing user engagement
- Delivered an animated video, to introduce and tell the story of Marketplace, which was widely praised and increased traffic to the application.

**VISUAL DESIGNER** 2019 - 2021

Developed a cohesive look and feel across all department graphics to enhance the presence of Data & Analytics at the bank. Additionally, supported the ideation and creation of UI designs for product pitches.

- Designed user interfaces for product pitches, helping communicate product vision and gain stakeholder buy-in.
- Worked on marketing materials such as event branding, newsletters, and educational videos for internal stakeholders, enhancing engagement with both external and internal audiences.
- Created personal branding materials for BMO leaders, including email banners, templates, and logos. Worked closely with leaders to enhance the designs and received positive feedback on my creative efforts

## Education

### The Art Institute

Graphic Design  
Diploma  
2011 - 2012  
Vancouver

### Humber College

3D Animation  
Advanced Diploma  
2006 - 2009  
Toronto

## Awards

### Destination Digital Champion (BMO)

Winning team for a  
digital hackathon &  
innovation sprint

## Work Experience (CONTINUED)

### Designtech Software Labs 2017-2018, Port Hope

#### SENIOR GRAPHIC DESIGNER

Created a tech startup's brand to strategically position them as a leading software development company, and worked on new product ideas.

- Created wireframes, mockups, and prototypes for software pilots, improving product development and user experience.
- Worked closely with stakeholders to deliver a consistent brand presence through visual design elements and marketing collateral.

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### Stantec Consulting March - July 2017, Toronto

#### INTERMEDIATE GRAPHIC DESIGNER

Collaborated with marketing managers and designers in a team to create impactful design work for Stantec's practitioners.

- Collaborated with business stakeholders to deliver highly creative marketing materials, advertisements, proposals, newsletters, presentations, and websites

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### Central Station April - July 2016, Toronto

#### INTERMEDIATE GRAPHIC DESIGNER

Collaborated with Art Directors, Designers, and Project Managers in an ad agency and design studio on client projects.

- Created 3D mockups for window displays and in-store graphics
- Supported other digital and print initiatives as needed

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### MMM Group 2013-2016, Toronto

#### GRAPHIC DESIGNER

Gained experience working as a Graphic Designer in a Urban Planning, Engineering, and Landscape Architecture firm

- Delivered high quality marketing materials, proposals, newsletters and websites
- Effectively enhanced communication by incorporating custom illustrations and icons into projects when suitable

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