

Melanie Ann Greene (she/her/hers)

UX Designer, Product Marketer, Diversity, Equity, and Inclusion Advocate

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EXPERIENCE

Veritas Technologies LLC, Senior Product Marketing Specialist

Feb 2020 - PRESENT

Understand and empathize with personas, in order to create content. Develop engaging, informative content to market our software and empower our sales team. Build a meaningful partnership with product managers and technical experts. Co-lead our Scrum sessions to collaborate cross functionally.

Veritas Technologies LLC, UX Designer

July 2019 - Feb 2020

UX lead designer to create the experience for a feature of NetBackup to help backup admins manage their backups more efficiently. Developed swimlanes, user flows, wireframes, and hi-fi key screens. Led weekly meetings with product managers, engineering, and architects to review the designs.

Veritas Technologies LLC, Associate UX Designer

June 2017 - July 2019

Designed a performance monitoring tool to provide backup admins the ability to monitor the health of their hardware. Created an intuitive upgrade experience to help backup admins easily upgrade their software. Collaborated with user researchers to validate the respective prototypes and iterated the mockups accordingly.

PUBLICATION

Information Systems Education Journal, Co-Authored

August 2018

Published a paper called *Diversity in Information Systems Increasing Opportunities in STEM for Capable Students with Developmental and Intellectual Disabilities*.

EDUCATION

Pace University, B.S. Information Technology

Summa cum laude

With a focus in web design & digital media with a minor in marketing

SKILLS

User Experience

Content Development

Quick learner

Adobe Creative Suite

Sketch

Balsamiq

AWARDS

Design hackathon winner: Girl Code Phone Case sold nationwide in Verizon stores and Target (2018)

Excel as a team through collaboration and inclusion 5x Veritas WOW award winner (2017-2020)

Winning through focused & collaborative teams 2x Veritas WOW award winner (2017)

Pace University Bronze Medal Jefferson Award (2015-2016)

Pace University Top Scholars (2014-2015)

Pace University Dean's List First Honors (2014-2015)

ASK ME ABOUT

SAVE, BLEVE, Tree Amigo, TechWomen, accessibility, volunteering