



**Melanie F. Sexton, MA**  
2015 Split Diamond Way  
Round Rock, TX, 78664  
(843) 870-8266  
melanie.florencio@gmail.com

## SKILL SETS

UX Design / Qualitative Research / Digital Prototyping  
Visual Design / Design Thinking / Storytelling / Content Strategy

---

## WORK EXPERIENCE

### **Sonatype Inc., Round Rock, TX** **Sr. eLearning Developer**

*Feb. 2019 - present*

Currently working with the Customer Education team within the Customer Success organization to design and develop self-service eLearning training for customers using Sonatype products. This includes conducting qualitative research with client-facing subject matter experts (SMEs) and participating in customer interviews to better strategize and prioritize learning assets based on the users' needs and their personas.

Notable accomplishments include:

- Designing the end-to-end experience for several features on my.sonatype.com with the Customer Experience team.
- Developing content and process strategy for the Customer Education team leveraging Design Thinking methods to build a more customer-centric strategy.
- Worked with Development teams to design illustration assets deployed within Sonatype's integrations products.
- Worked with product managers, engineers, and design to develop low to mid-fidelity wireframe concepts for various IQ Server and Maven Central features.

### **Blackboard, Inc., Washington, D.C. & Austin, TX** **Product Designer**

*May 2018 – Feb. 2019*

Responsible for designing software features focused on assessments and grading for the Blackboard Learn Ultra Learning Management System (LMS). Served as a subject matter expert and design researcher involving initiatives focused on the discovery of future-facing strategy and features for instructional design and higher education faculty. Worked with cross-functional teams of design, engineering, research, and product management to deploy software features in a quarterly cadence.

## EDUCATION

### **Continuing Education, UX Design**

Austin Community College  
Austin, TX  
*Spring 2020*

### **MA, Sequential Art**

Savannah College of Art and Design  
Savannah, GA  
*June 2011*

### **BFA, Sequential Art**

Savannah College of Art and Design  
Savannah, GA  
*May 2009*

## SPECIAL PROJECTS

### **Special Guest**

#### **"Off the Cuff" web series, 2019**

Episode 30: Melanie Sexton on UX Design

### **Producer**

#### **Carevena Concept Video, 2017**

Crowdfunding video for mobile health application Dermitrax.

### **Producer: Instant Replays**

#### **Covert Aire High School Football Bowl Series, 2014**

### **Content Training Designer**

*Jun. 2017 – May 2018*

Responsible for designing the Blackboard Inc. Products Employee Onboarding Training program for new employees enterprise-wide. Served as an SME for training materials within the UX Shared Services team. Produced internal training materials including videos, graphics, online courses, and website help content for security, accessibility, localization and employee onboarding. Developed interactive training prototypes and validated concepts with organizational leaders and stakeholders for deployment.

### **General Dynamics Health Solutions, Silver Spring, MD Education Materials and Products Designer**

*Nov. 2015 – Jun. 2017*

Conceptualized, produced, and organized deployment of digital education products for healthcare providers, active duty service members, veterans, and their caregivers on the topic of traumatic brain injury (TBI). Products included e-learning courses and their assets, decision-making digital tools, training videos, and digital illustrations/animations for training slide decks. Conducted research with TBI and neuroscience subject matter experts. Designed and co-created digital prototypes for testing and validation.

### **Community Anti-Drug Coalitions of America, Alexandria, VA E-Learning Technology Manager**

*Jan. 2015 – Nov. 2015*

Worked with the Innovation and Outreach team to implement new digital marketing strategies. Consulted with the IT department to identify online learning needs and develop strategic plans for hardware/software upgrades relevant to those needs.

### **Beaufort County Library, St. Helena Island, SC Computer Lab Instructor**

*Mar. 2013 – Jan. 2015*

Facilitated trainings on graphic design, digital media, animation, and sound design to students of all ages on Mac and Windows platforms. Developed 50+ educational workshops, events and seminars focused on media and technology for the public. Work has received four features in regional TV and print media outlets.

### **Various Colleges and Universities**

#### **Adjunct Instructor**

*2011 - 2015*

Developed curriculum relevant to Design, Art History, Animation, Sequential Art, Art Foundations, and Film History while creating instructional material for distance learning and on ground students.

Schools include:

- Trident Technical College
- Charleston Southern University
- University of South Carolina Beaufort
- Technical College of the Lowcountry

### **Speaker**

#### **TEDxCreative Coast, 2014**

“The Library of the Future: Using Makerspaces to Connect with Your Community”

#### **North Charleston Arts Festival, 2012**

“Outside the Line”

Illustration exhibit

### **Co-creator**

#### **Undead Norm: A Zombie Comedy 2011-2013**

Issues #1 & #2

### **Illustrator**

#### **Infinity Software Development, 2012**

Sunshine State Testing materials