

# MEL LENT

[meware.art](https://meware.art)

[linkedin.com/in/melanieilent](https://linkedin.com/in/melanieilent)

[melanieilent@gmail.com](mailto:melanieilent@gmail.com)

## Product Design Lead

Creative professional with 10 years of experience building websites, apps, and databases with user-focused features. Uses data to craft visually modern, accessible, and intuitive experiences. Collaborates cross-functionally to modernize digital products. Leads by coaching teams of 4+ designers, providing feedback, building relationships, optimizing team operations, and establishing design best practices.

## Skills

AI Infrastructure & Design | UX & Product Strategy | Product Design | UI & UX Design | Project & Product Management | Wireframing | Prototyping | Usability Testing | Analytics | Data Visualization | Quantitative & Qualitative Research | UX Research | Design Systems

## Experience

### PRINCIPAL PRODUCT DESIGNER, TRUST & WILL | REMOTE • 2025 – PRESENT

Designed B2B experiences for attorneys, nonprofits, and advisors, using AI tools and traditional design software.

#### AI Infrastructure

- Architected multiple Figma Make environments to replicate different B2B live sites, allowing rapid prototyping of new features in context.
- Leveraged other AI tools, like Notion AI, Claude Code, Gemini, Slack's AI, and more, to assist in automating process and synthesizing inputs.

#### B2B Feature Work

- Built a fully responsive proof of concept to emulate a new referral pipeline for attorneys, showing workflow progression with functioning data ingestion and animations, to enable the business to automate a previously off-platform experience and enhance data capture.
- Reimagined advisor onboarding, thinking through user needs and creating a phased approach to support development timelines.
- Designed an AI-first experience for advisors, allowing them to view client documents via a natural language summary, and helping them batch edit inputs in a way that reduced token costs while improving ease of use.

### PRODUCT STRATEGY & DESIGN CONSULTANT, M LENT | REMOTE • 2023 – PRESENT

Product design consulting, system-building, and data analysis for early stage startups.

#### Design Jobs Site

- Built a low-code responsive site in Framer to help designers find their next role; this consisted of compiling, rating, and reviewing job boards, communities, and tools to make the search more efficient, then organizing by perceived value and utility.

#### Ed Tech AI Startup

- Researched investment trends for a pre-seed ed tech AI startup, identifying patterns among 136 early stage investors that historically invested in the same sector at the same stage; patterns included correlations between number of investments, stage-specific check size, number of employees, and more.
- Designed custom Airtable data visualization dashboard with interactive filters to show trends, highlight patterns, and enable the executive team to better navigate the investment landscape.
- Facilitated team-building personality charting activities, and leveraged AI to perform nuanced analysis of team member differences in pairs, highlighting opportunities for team members to support each other.
- Built custom project tracking interface in Notion to connect the dots on team task tracking, linking relational databases to support individual filtered views and task grouping by initiative.

#### Hardware AI Startup

- Supported a pre-seed hardware startup by streamlining product market fit strategy, building a pitch deck, and designing a website.
- Pitched to investors and accelerators, incorporating feedback to refine the deck further.
- Set up custom infrastructure for task tracking, file organization and communication, combining Trello, Airtable, and Google Messages to reduce spend and maximize functionality.

#### Startup Community Involvement

- Volunteered to help support local networking events, engaging attendees in conversation and helping with sign in flows.
- Attended numerous networking events in the NYC startup scene and met 100+ people via organic 1-on-1 conversations.

### PRINCIPAL PRODUCT DESIGN LEAD, PEARSON+ | REMOTE • 2021 – 2023

Led teams of 3-4 designers, collaborated with cross-functional stakeholders, and executed individual contributor design projects.

#### Design Systems for Pearson+

- Built out an atomic grayscale wireframe component library in Figma, to help improve efficiency and expedite iteration prior to high fidelity.
- Audited the existing live site using a custom Airtable template, employing four linked data sets to document all 150+ URLs, capture page linking data, and list components present within pages.
- Built a custom interface connected to the data set, leveraging data visualization to show current page structure patterns and outliers, as well as visuals of the components themselves. Presented findings and recommendations.
- Documented atomic design system components and usage guidelines in Zeroheight, and linked to Storybook for front end visibility.

#### Product Design & Strategy for Pearson+

- Led a team to design net new wireframes for a new product platform, considering competitive research, user needs, and market gaps.

- Collaborated with product managers and developers in a cross-functional team, to design and launch a customizable tile system for brand partnerships, enabling tiles to fit into various parts of the P+ experience in unique and thoughtful ways.

#### Project Management for Pearson+

- Crafted custom Airtable spreadsheets to track meeting notes, assign tasks, log design critique outcomes, plan team gifts, and more.

#### PRODUCT DESIGN CONSULTANT, ACCENTURE | NEW YORK CITY, NY • 2016 – 2021

Worked across industries on various products, B2B and B2C. Worked independently, on teams, and supervised other designers.

##### Product Design & Strategy for Resources client at Accenture

- Served as the UX Lead in the design of an end-to-end CSR-targeted experience. Followed an Agile workflow to translate SME insights into an intuitive CSR experience that reduced AHT, enhanced usability, upheld modern design standards, and incorporated accessibility targets.
- Advocated for usability testing and built out materials for tests.
- Facilitated design-thinking sessions to gather requirements and enable rapid design iterations.

##### UI/UX Design for Telecommunications client at Accenture

- Designed high-fidelity customer-facing responsive web and app experiences for retail and care based on research and ideation.

##### Design Systems for Telecommunications client at Accenture

- Built out an atomic iOS style guide library in Adobe XD, including nesting and automation functionality for ease of use in the future.
- Refined and styled existing inconsistent components found in Sketch, to make the parts feel unified, modern, and cohesive.

##### Product Research for Financial Services client at Accenture

- Interviewed employees in both group and individual settings, observed employees at work, analyzed findings, and constructed a synthesized Intranet modernization plan.
- Strategized to shape the future of the client's KM efforts, prioritizing key objectives to identify long and short-term goals, combat pain points, and incorporate blue sky ideation.

##### Project & Product Management for Telecommunications client at Accenture

- Constructed user-friendly custom Airtable intake process for the design team to log work outputs, track software use, deliverable types, status, collaborators, and key dates. Connected the Airtable intake form to an Excel backend, leveraging formulas to process data and produce visuals, which were then used in monthly PowerPoint reports for client consumption.
- Mapped user data to requirements, to inform optimal experience.

#### PRODUCT MARKETING MANAGER INTERN, MICROSOFT (XBOX) | SEATTLE, WA • 2015

- Designed comprehensive nurture and retention strategy for Xbox Store.
- Improved Xbox Store Twitter by building automation that streamlined documentation-to-implementation pipeline for new tweets.

## Volunteer Experience

#### ACCENTURE DIGITAL PRODUCTS, ACCESSIBILITY CO-LEAD | UNITED STATES • 2020 - 2021

- Helped organize and promote week-long event series open to the public where disabled developers and designers presented on relevant topics, reaching more than 900 attendees.
- Led bi-weekly meetings for a 30+ person team, tracking accomplishments and identifying opportunities.

#### INTERN LINK, MENTOR | REMOTE • 2020 - 2021

- Advised 2 interns on a year-long project, teaching UX design and research fundamentals, providing iterative feedback on design and product, culminating in a high-fidelity prototype for a roommate matching app.

#### ACCENTURE, DESIGN UPSKILLING COMMUNITY LEAD | NYC OFFICE • 2017 - 2019

- Founded a community to upskill employees in visual design principles and crafted custom teaching materials that made principles tangibly applicable for non-designers, presenting in-person talks to 120+ consultants in total.

#### ACCENTURE, ANALYST ACTION TEAM CO-LEAD | NYC AND NJ OFFICES • 2016 - 2017

- Oversaw 5 committees and 10 leads, offering professional, social, volunteer, and membership activities.
- Met with sponsors regularly to share goals, communicate progress, and apprise on spend targets.

#### VP OF MARKETING, NET IMPACT • INDIANA UNIVERSITY | BLOOMINGTON, IN • 2015 – 2016

- Designed a website for Net Impact IU to act as a centralized home base for members and supporters.
- Led a team of 4, strategizing social media presence, engineering recruitment strategy, and building out playbooks.

#### IU, ACTIVE ENGAGEMENT COMMITTEE HEAD FOR KELLEY STUDENT GOVERNMENT | BLOOMINGTON, IN • 2015 - 2016

- Managed committee tasked with making the business school more accessible and inviting to new students.

#### IU, MARKETING BOARD MEMBER FOR KELLEY INSTITUTE OF SOCIAL IMPACT | BLOOMINGTON, IN • 2015 - 2016

- Worked with social impact club liaisons to brainstorm new events to engage students, then planned and advertised events.

#### EVENT PLANNER | SEATTLE, WA • 2015

- Addressed lack of company-agnostic intern events by organizing free potlucks in parks, the largest having 200+ attendees.

## Education

Indiana University, Bloomington, Indiana — Bachelor of Science in Business | Marketing  
Minors in Psychology, Sociology, Design