

MELISSA CAVALLARO

UX | PRODUCT | MEDIA | GRAPHIC | DESIGNER

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EXPERIENCE

Head of Design, EverQuote October 2016 – Current | Cambridge, MA

Manage a design team of three working across various channels such as email, display, social, B2B marketing and consumer products. Achievements include developing and implementing an internal design process and creating brand/style guides. Improving display traffic by over 10% each year. Designing the company's mobile app EverDrive, which has over 500K downloads. Playing a key role in improving the company's web experience.

Front-end Developer & Designer, EverQuote January 2015 – October 2016 | Cambridge, MA

Primary designer on the company's front-facing user-experience team. Collaborated with analytics and engineering teams on projects under the tight deadlines of a startup. Led the creation and development of the company's first design team.

Web Designer, RIT Production Services November 2013 – May 2014 | Rochester, NY

Designed websites for various clients across campus. Collaborated with developers to create wordpress solutions for the campus' various departments and partners.

Graphic Designer, Willow Group, Ltd. September 2012 – May 2014 | Batavia, NY

Updated and managed the company website. Designed catalogs, e cards, logos and interactive banner ads. Aided in photo shoots, editing and scaling projects.

Various Freelance & Internships 2013 + | Various Locations

Cubiq Inc. | XSB Inc. | Amscan | Colangelo | Pilot Pen | Barnum Engineered Systems, Inc.

EDUCATION

Rochester Institute of Technology, 3.58 GPA September 2010 – May 2014 | Rochester, NY

BFA in Graphic Design | Minor in Packaging Science | Concentrations in Web Development & ASL

SKILLS & SOFTWARE

Design | UX | Interactive | Responsive & Mobile | Web | Front-End | Email Marketing | Packaging

