

MELINDA KREUSER

DESIGNER: CONTENT, STRATEGY, RESEARCH

EXPERIENCE

MKTHINK | San Francisco, CA

Content Strategist | Feb 2024 - Present

Design and write reports to articulate the process and impact of civic strategy projects for public sector clients

HUMANA | San Francisco, CA

Senior Customer Experience & Content Strategist | Sept – Dec 2023

Provided research and content support to develop, implement and socialize customer-centric design frameworks for hundreds of Humana staff

COLUMBIA UNIVERSITY | New York, NY/Remote

Design & Content Strategist | Oct 2019 – Present

Pilot design and social media strategies in English and Portuguese to establish Transformative Learning Technologies Lab as a global thought leader

LUSHA | San Francisco, CA

Design Researcher & Strategist | Feb – May 2023

Created a go-to-market strategy for a beauty-product start-up by conducting content audits, market analyses and ethnographic research

CNN | San Francisco, CA

Lead Design Researcher & Strategist | June – Aug 2022

Spearheaded the strategy, research and UX writing portion of a co-design capstone project with the CNN Digital team to improve features on their digital products

STUDIO FWD x GOOGLE | San Francisco, CA

Student Design Researcher | Aug – Dec 2021

Chosen out of 60 graduate students to participate in a Google initiative to explore “The Future of Digital Belonging” through critical making, ethnographic research and speculative design, culminating in an exhibition

CALIFORNIA COLLEGE OF THE ARTS | San Francisco, CA

Teaching Assistant | Aug – Dec 2021

Assisted professor Hillary Carey in teaching the Interaction Design Research course

BRAZILFOUNDATION | New York, NY

Senior Content Designer & Strategist | Sept 2019 – Aug 2021

Previous roles: Communications Manager, Development & Communications Associate, Intern | Sept 2012 - Aug 2019

Collaborated with NGOs, media outlets, think tanks and donors to create powerful content and narratives around Brazil's socioeconomic challenges

Co-designed, executed and analyzed end-to-end content campaigns with corporate partners and donors like TikTok, Chanel, Goldman Sachs, Conservation International and model Gisele Bündchen, raising millions of dollars

Guided the user experience, UX writing and information architecture design of 4 bilingual websites with designers, vendors and stakeholders

Coordinated creative professionals to produce marketing pieces, including 7 annual reports, all collateral for 20+ galas and 2 institutional re-brandings

Managed content and engagement on 5 social media accounts, 4 websites and 2 newsletter platforms for 100k+ constituents in 2 languages, multiplying social media engagement by 5x

CONTACT

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 /melindakreuser

EDUCATION

Master's in Interaction Design
California College of the Arts

Visual Design Certificate
General Assembly

Advanced Diploma in Digital Marketing
NYUSPS

Bachelor's of Arts in International Studies, Portuguese (with distinction)
UW-Madison

Study Abroad Year Brazil
Universidade Federal de Minas Gerais – UFMG

VOLUNTEERING

SF CIVIC TECH
Content Strategist ('24)

AIGA SF
Editorial Operations ('23-'24)

Service Design Network
Board ('23-'24)

EXHIBITIONS

Studio FWD x Google ('21)
The Future of __ Belonging
CCA Hubbel St. Galleries
San Francisco, CA

SKILLS

Content Strategy	Service Design
Design Strategy	Storytelling
Product Design	UX Research
Prototyping	UX Writing

TOOLS

Adobe Suite	Google Analytics
Canva	HTML
Constant Contact	Miro
Figma	Procreate
Flourish	Wordpress

LANGUAGES

French
Portuguese (fluent)
Spanish