

ISABELLA MELENDEZ GONZALEZ

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PROFESSIONAL SUMMARY

UX designer who approaches every decision with intention, prioritizing real user needs over assumptions. With a strong focus on accessibility and inclusion, I leverage my experience in cross-functional collaboration to translate research insights into thoughtful, effective design solutions.

EDUCATION

University of Texas at Austin – Austin, Texas

Degree Bachelor of Arts in Informatics; User Experience Design

May 2028

- GPA: 4.00

EXPERIENCE

Design Director – Austin, Texas

April 2026 - Present

Texas Product Engineering Organization (TPEO)

- Lead the Design Core by managing a team of 4 design leads and overseeing curriculum development, ensuring delivery of high-quality, up-to-date UX education
- Partner with product and engineering leadership to align curriculum and workshops, enabling stronger cross-functional collaboration across teams
- Define and maintain design curriculum standards and vision, ensuring alignment with current UX practices and emerging technologies such as AI

UX/UI Designer – Austin, Texas

May 2025 - Present

Longhorn Developers

- Co-design a mobile app for Sure Walk, a rideshare service receiving 200–300+ daily student requests, reducing friction in time-sensitive ride request experiences
- Conduct 30+ user interviews across students and staff, synthesizing findings into journey maps and feature requirements, informing core app functionality and user-centered decisions
- Collaborate with product directors and engineers in weekly cross-functional meetings, translating design solutions into technical requirements, ensuring feasibility and alignment across teams

UX/UI Design Volunteer – Austin, Texas

September 2025 – May 2026

Texas Cultural Trust

- Designed a public-facing Events webpage, improving statewide discoverability of arts events while aligning layouts with brand identity and reducing information overload for users
- Communicated design decisions to non-technical stakeholders, translating UX concepts into accessible language and ensuring alignment between user needs and organizational goals
- Scoped project requirements and defined design direction independently, delivering structured solutions in the absence of direct user interviews

Design & Web Development Student Technology Assistant – Austin, Texas

March 2026 - Present

Liberal Arts Instructional Technology Services (LAITS)

- Design digital graphics and visual assets for faculty requests, improving clarity and visual hierarchy of instructional materials used across 1,000+ classrooms
- Maintain and update web content for instructional platforms, ensuring accessibility and brand consistency across department sites

ADDITIONAL

- **Honors:** 2026 Honoree, School of Information Distinguished College Scholar; Dean's List (Fall 2024, Spring 2025)
- **Technical Skills:** Proficient in Figma; certificate in Adobe Illustrator and Adobe Photoshop