

Melissa H Kern

Senior Design Leader and Hands-On Product Designer with 20+ years of experience crafting intuitive, scalable enterprise B2B SaaS platforms, complex administrative tools, and eProcurement workflows. Proven track record of translating multi-stakeholder needs—across procurement, operations, finance, and end-users—into coherent digital products that accelerate onboarding, drive adoption, and fuel business growth. Skilled in leveraging AI-powered design tools, establishing robust design systems, and bridging product strategy with cross-functional execution.

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Employment

Product Design Manager

CHAMP Titles, December 2025 – Present

- Direct design operations, platform strategy, and user experience for enterprise B2B titling platforms, leading and growing a team of Product Designers.
- Established standardized design system components, principles, and documentation.
- Structured cross-functional design critiques, aligning product, engineering and design early in the software development lifecycle.
- Conducted comprehensive UI/UX audits and interactive stakeholder walkthroughs for complex multi-state government and enterprise workflows, reducing operation complexity and handoff friction.

Head of Design, Design Manager

Varis (The ODP Corporation), October 2021 – August 2025

- Defined and executed the end-to-end design strategy for Varis' eProcurement B2B administrative platform, cutting customer onboarding and marketplace stand-up time in half.
- Partnered closely with product, engineering, and operations to design for complex administrative personas (procurement leads, finance, end-user buyers) ensuring multi-role handoffs were seamless and secure.

- Integrated AI-powered workflows into the software development lifecycle, streamlining prototyping and research synthesis to dramatically shorten release cycles.
- Managed and mentored a team of designers while maintaining hands-on contribution to system architecture, visual design, and core product feature design.

Senior Lead UX Designer

Office Depot (The ODP Corporation), March 2021 – September 2021

- Redesigned B2B search and procurement workflows to highlight in-contract items, guiding enterprise buyers toward compliant purchasing and decreasing rogue spend.
- Established the organization's first customer design feedback program, translating frontline buyer feedback directly into product strategy.
- Partnered with technical leads to modernize the search experience, creating flexible design foundations that were reused for Office Depot's B2C experience.

Senior Product Designer

Meridian Knowledge Solutions, February 2015 – February 2021

- Spearheaded UX strategy for enterprise administrative and learning management tool, lifting customer satisfaction scores by 15%.
- Built a comprehensive UX requirements framework that reduced engineering rework, accelerated feature velocity, and ensured WCAG accessibility compliance across all experiences.
- Led end-to-end user research and usability testing, grounding product roadmaps in empirical customer data and operational realities.

Design Strategist

Blackboard, November 2007 – January 2015

- Shaped long-term design vision and architecture across multi-platform cloud applications with the UX leadership team.
- Embedded accessibility standards and user-centered design practices into cross-functional development cycles.

Manager of User Experience

Xythos Software, April 2001 – October 2007

- Led end-to-end UX for enterprise server and client applications, designing administrative management controls and user interfaces from concept to release.

Core Competencies

- **Design & Prototyping:** Figma, Figma Make, Sketch, Adobe XD, InVision, working with Design Systems
- **Research & Strategy:** User research, [Usertesting.com](https://www.usertesting.com), [Userlytics.com](https://www.userlytics.com), Usability testing, Journey mapping, Wireframing, Prototyping, User flow diagrams
- **Collaboration & Dev Tools:** Jira, Confluence, Cursor, Slack, Figjam, Teams, WAVE
- **Technical:** HTML, CSS, Accessibility Standards (WCAG 2.1), Responsive web & mobile design
- **Professional Strengths:** Cross-functional collaboration, Stakeholder communication, Relationship-building with engineering teams, Strategic thinking, Distributed team participation, Information architecture design, Builder mind-set, B2B SaaS

Education

University of Virginia

September 1992 - May 1996

Bachelors of Science in Systems Engineering