

Julia Melo

Product Design Manager

+1 647 928 9474

melojs@gmail.com



Design Strategy & Leadership

(SEPT 2020 - CURRENT)

OVERVIEW

At Rogers, I lead a team of 15 product designers responsible for delivering **B2B Enterprise UX** for employee-facing tools.

This includes applications designed for frontline agents on retail, call centers, field sales, and internal tools, with a focus on leveraging artificial intelligence (AI) to improve the experiences of employees.

DESIGNING A DESIGN TEAM

Build my team from zero. Interviewed, assessed and hired 9 product designers and **scaled the team to 15** over the past year

Team structure



Julia Melo
Manager

OV WIRELESS



Caio Resende
Lead



Jiho Park
Designer



Marviel Mercado
Designer



Chris Blachford
Jr. Designer

OV RESIDENTIAL



Dana Mitchell
Lead



Rebecca Kim
Sr. Designer



Carlos Salguero
Sr. Designer



Sunny Bommi
Designer

OV GLOBAL + SUPPORTING TOOLS



Sheyla Amaral
Lead



Viviam Alcalde
Designer



Sen Jeon
Designer

INFOASSIST / 1SOURCE 2.0



Darcy Reaume
Lead

UX RESEARCH



Meg Bortolon
Research

DESIGN SYSTEM



Veronique Janosy
Sr. Designer

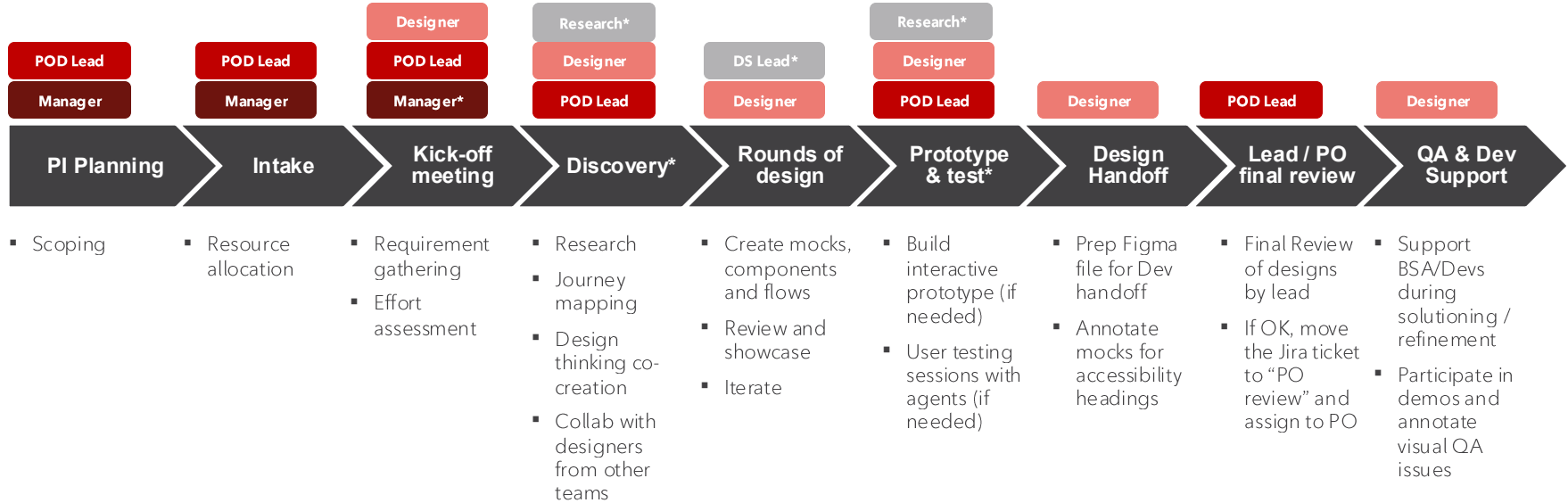
CHALLENGES

Multiple teams at Rogers are focused on enhancing the experience for Agents and Consumer, but there's limited visibility into their parallel efforts.

By implementing effective **planning** and **intake processes**, I've enabled my team of UXD resources to explore user journeys, conduct research and usability testing in collaboration, resulting on a cohesive and consistent experience across various channels.

Workflow

This process describes the thorough approach we use for larger projects when time allows, adjusting it as needed for deadlines and scope.

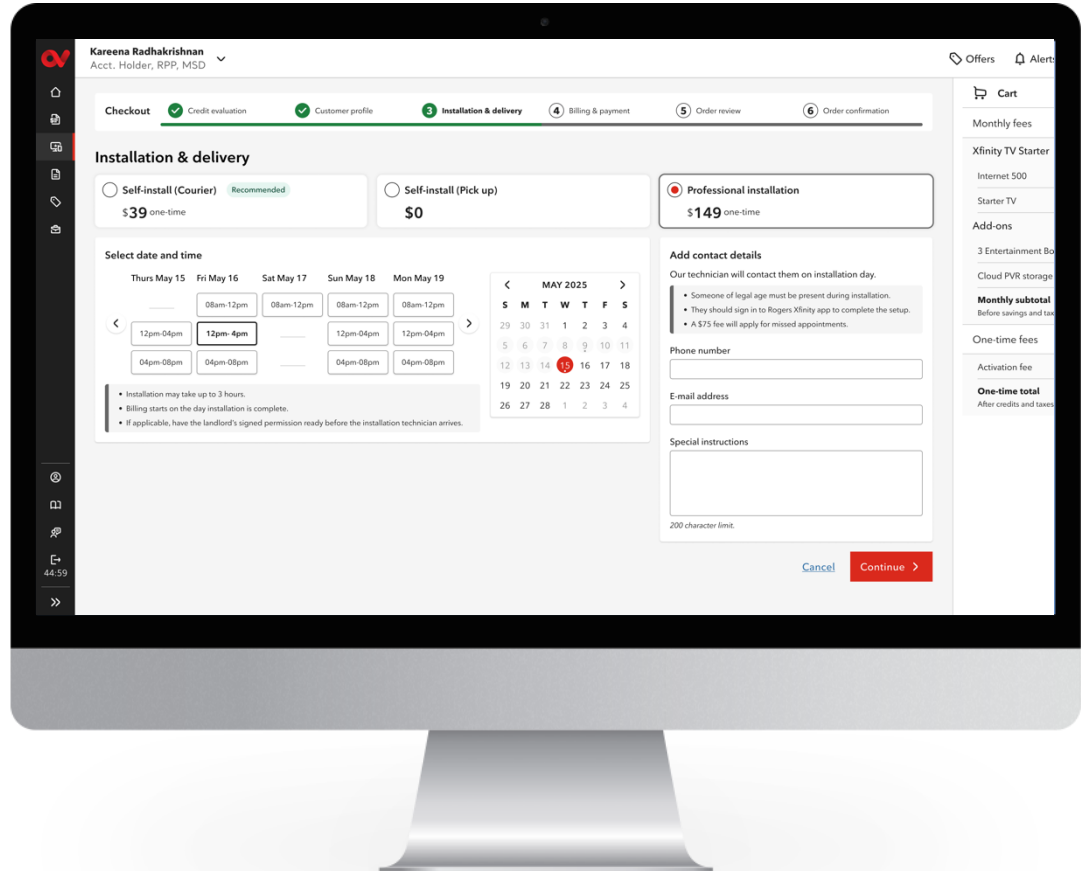


* depending on scope / project

Oneview

A system for Rogers & Fido agents to serve customers for various needs including sales, billing and support with a user base of 10k+.

- Improved 40% of transaction time compared to legacy tools
- Reduced training time

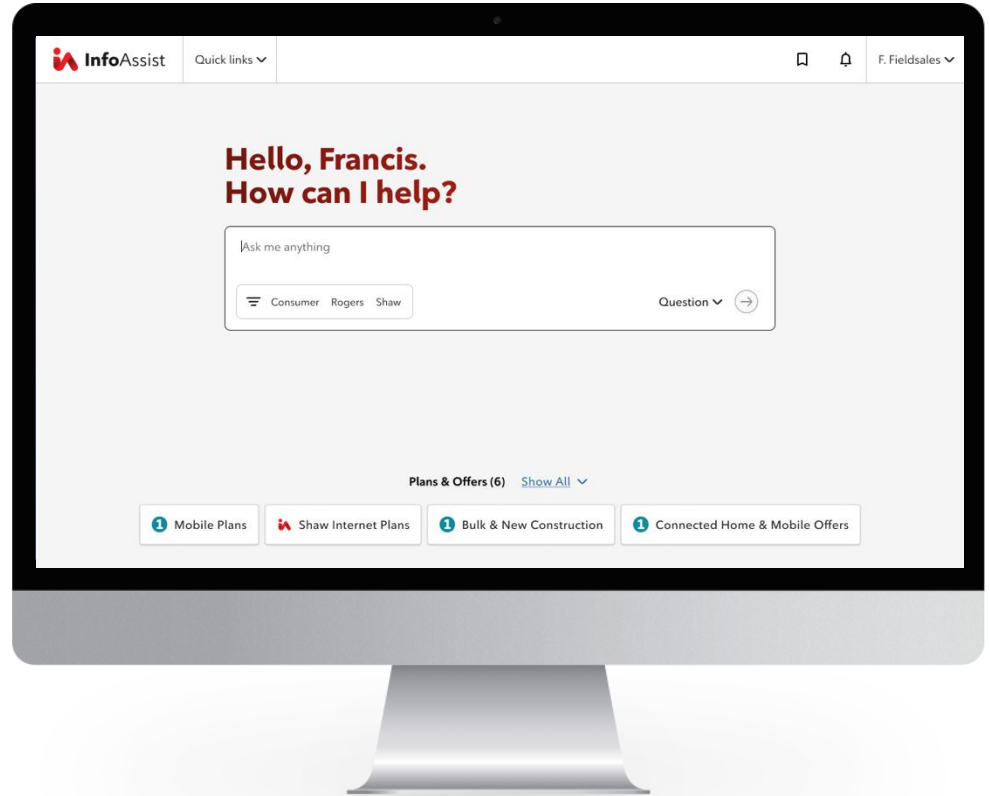


InfoAssist

Knowledge Management portal for all agents.

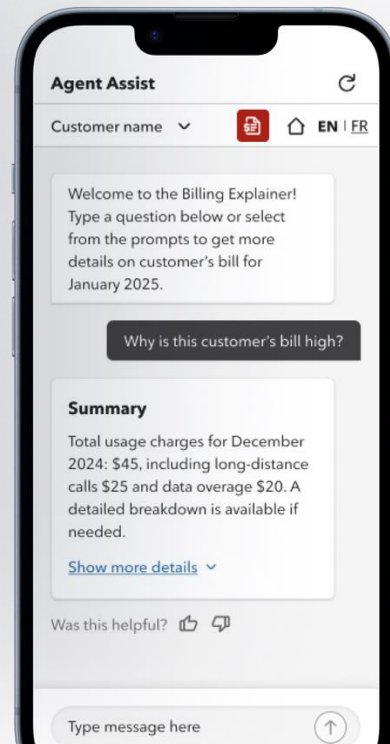
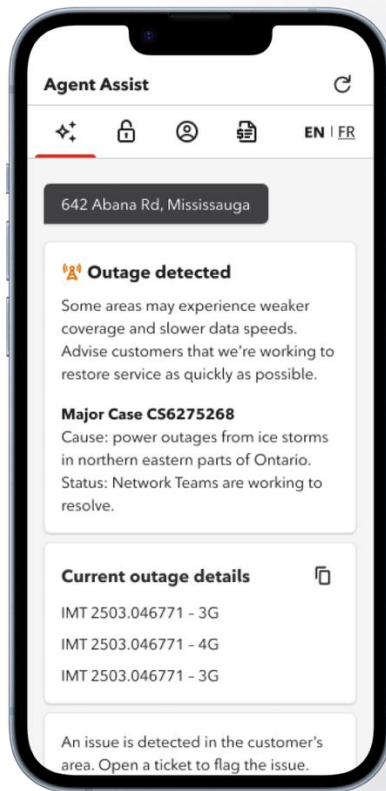
Recently going through a full redesign to leverage AI and improve search results

- Reduced AHT (average handle time)
- Improved agent efficiency



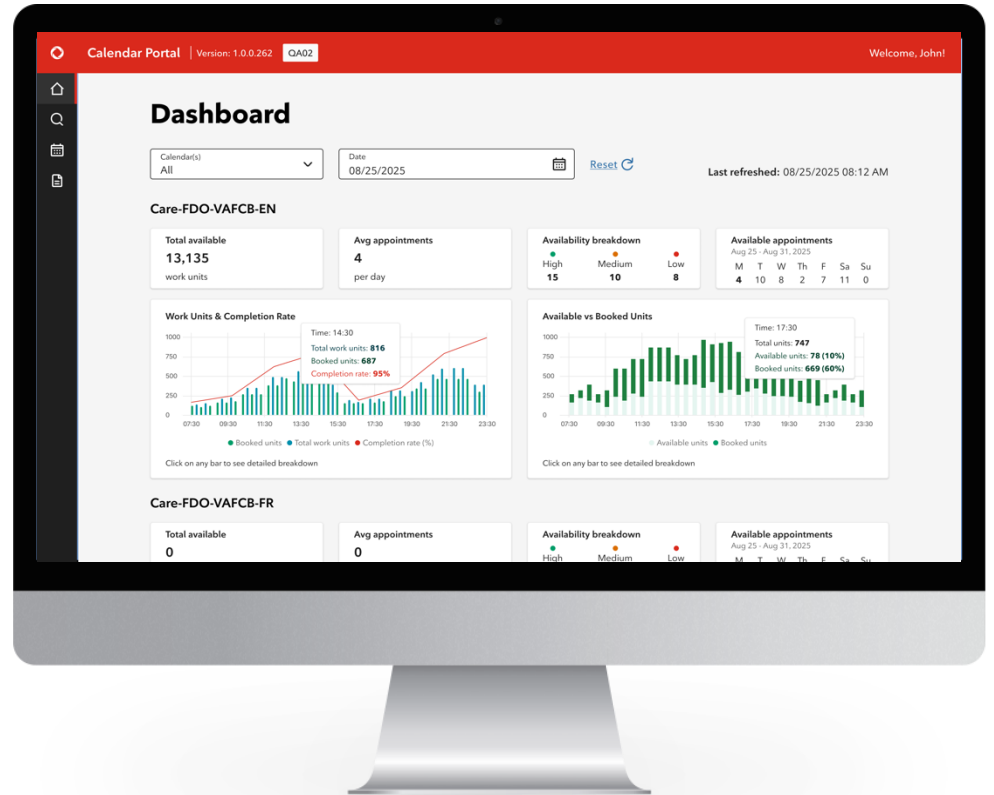
Agent Assist

AI-powered virtual assistant for agents working on chat and call center.



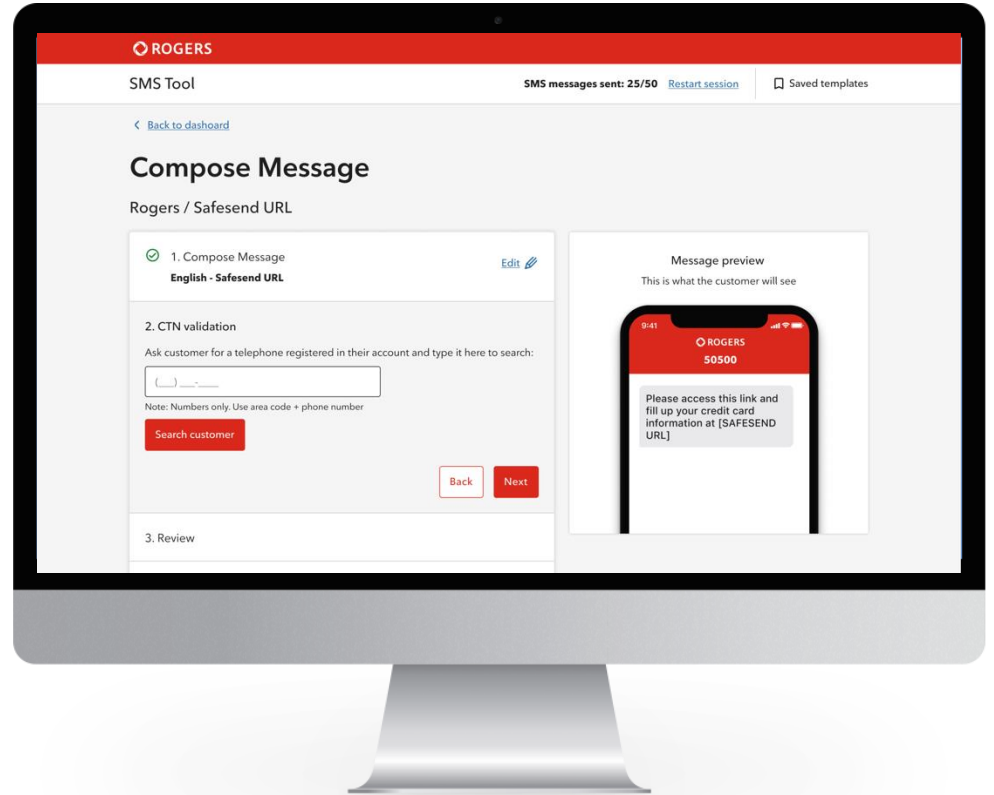
Calendar Portal

Admin portal used by internal teams to manage callback slots for Rogers and Fido agents, booked through the virtual assistant.



SMS Tool

Used by agents to send SMS to customers. SMS messages are based on templates and pre-populated.



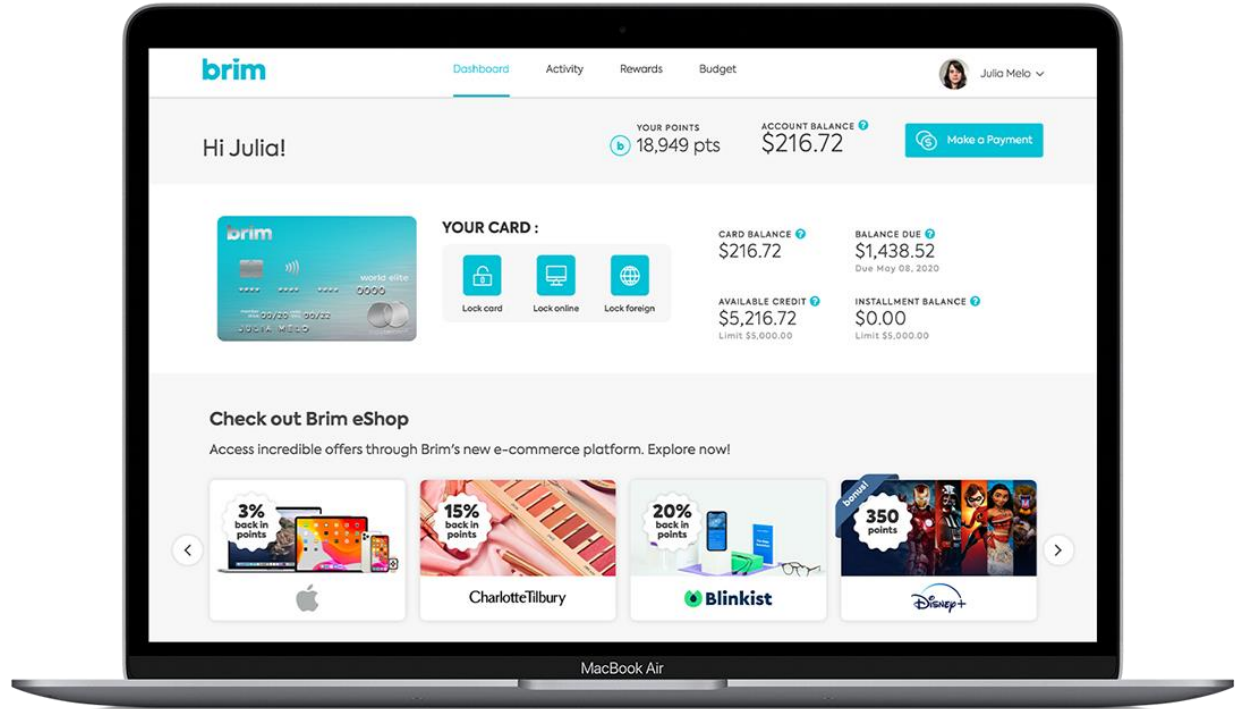
brim

Leading Design &
Launching Products

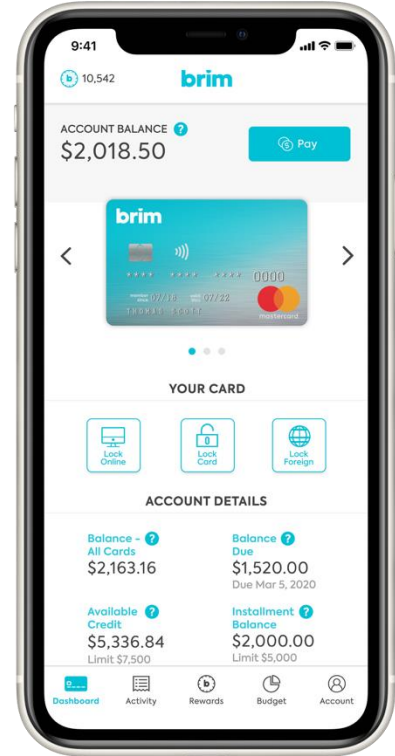
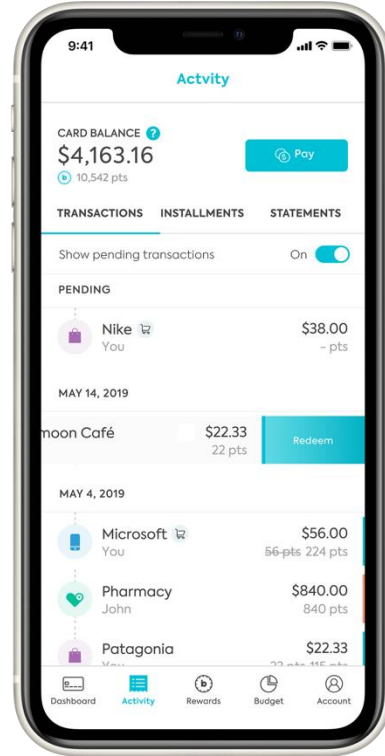
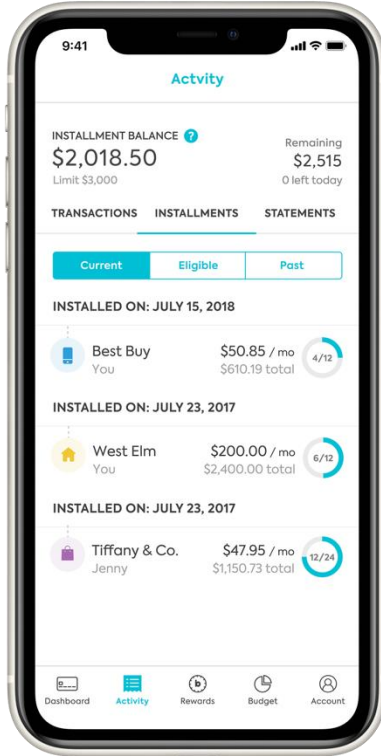
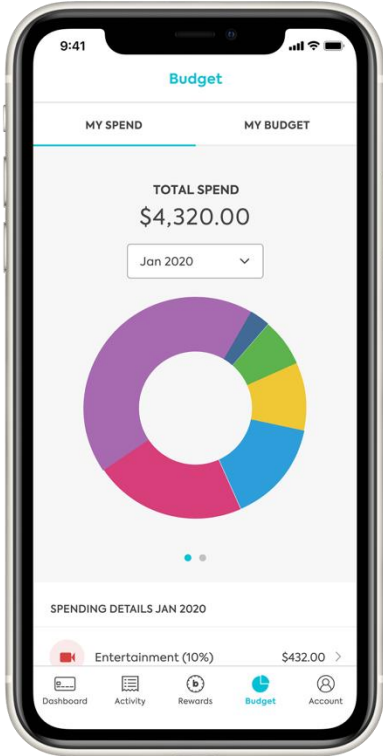
(FEB 2018 - SEPT 2020)

Mobile Apps + Web Customer Portal

Review, redesign and improvement of usability, visual design and front-end development of the cardmembers responsive Webportal, iOS and Android mobile apps.

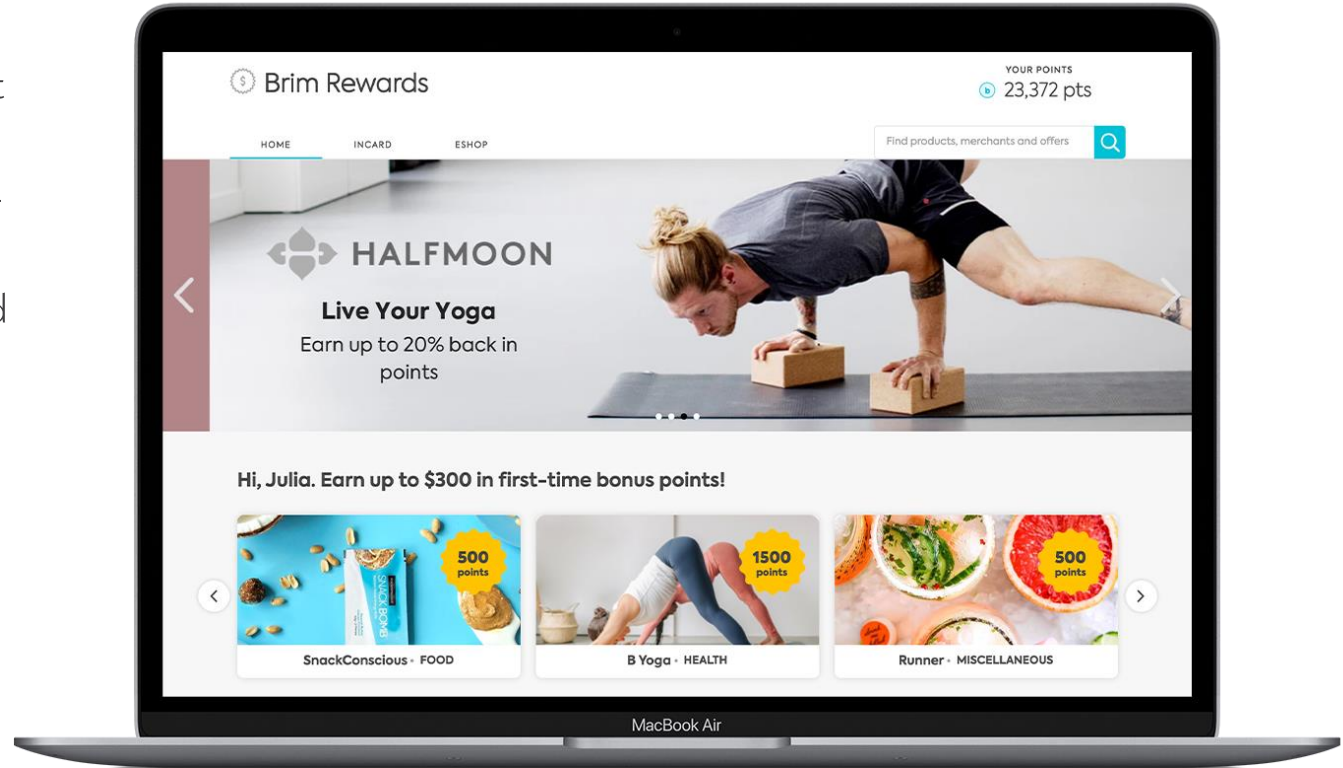


Mobile Apps + Web Customer Portal



Brim Rewards

Led UX research, design and development team to launch Brim's cashback Rewards and e-commerce platform for responsive Web, Android and iOS Apps.




Brim Rewards

brim Dashboard Activity **Rewards** Budget Julia Melo

Rewards YOUR POINTS 23,372 pts

HOME INCARD **ESHOP** Find products, merchants and offers



Results > Uber Eats

FOOD Uber Eats

With the Uber Eats app, you can order the food you want from the restaurants you love with just a tap, and have it delivered at Uber speed.

Available offers:

EARN

LOCATIONS Canada

Earn bonuses on all orders

LEVEL 1 1st - 2nd order 50 points	LEVEL 2 3rd - 4th order 75 points	LEVEL 3 5th - 8th order 100 points	LEVEL 4 9th+ order 125 points
--	--	---	--

OFFER DETAILS

- Earn 50 bonus points on 1st and 2nd orders
- Earn 75 bonus points on 3rd and 4th orders
- Earn 100 bonus points on 5th through 8th orders
- Earn 125 bonus points on 9th order and beyond

Offer is valid from June 12, 2020 - May 31, 2021

*Next earn above next month. This offer may be extended, amended or cancelled at any time without notice to you, including cancellation by the Merchant. You may use your card for purchases. Transactions for which the offer is not valid. Offer ends at conclusion of offer. Offer may end under terms. *Purchase must be made directly on your Brim credit card. This offer does not apply to transactions made using Apple Pay.

[Back](#)

What's inCard What's eShop Terms & Conditions

© 2020 Brim Financial Inc. All rights reserved.

brim Dashboard Activity **Rewards** Budget Julia Melo

Brim Rewards YOUR POINTS 23,372 pts

HOME INCARD **ESHOP** Find products, merchants and offers

eShop Offers

You must click "Shop Now" & pay online with your Brim card to access these exclusive offers!

Category Earn Type Sort By Featured

3% back in points Apple Shop Now See details	15% back in points CharlotteTilbury Shop Now See details	20% back in points Blinkist Shop Now See details	350 points Disney Shop Now See details
5% back in points Indigo Shop Now See details	10% back in points Ibulemon Shop Now See details	5% back in points patagonia Shop Now See details	10% back in points Frank And Oak Shop Now See details
3% back in points WARBY PARKER Shop Now See details	40% back in points NordVPN Shop Now See details	10% back in points turbotax Shop Now See details	5% back in points HARRY'S Shop Now See details
7% back in points SENSE Shop Now See details	5% back in points Under Armour Shop Now See details	5% back in points AiiExpress Shop Now See details	4% back in points AiiExpress Shop Now See details

[Load More \(16\)](#)

brim Dashboard Activity **Rewards** Budget Julia Melo

Brim Rewards YOUR POINTS 23,372 pts

HOME INCARD **ESHOP** Find products, merchants and offers

InCard Offers

Offers embedded directly in your card! Pay with Brim online or in-store to earn rewards.

Category Earn Type Sort By Featured

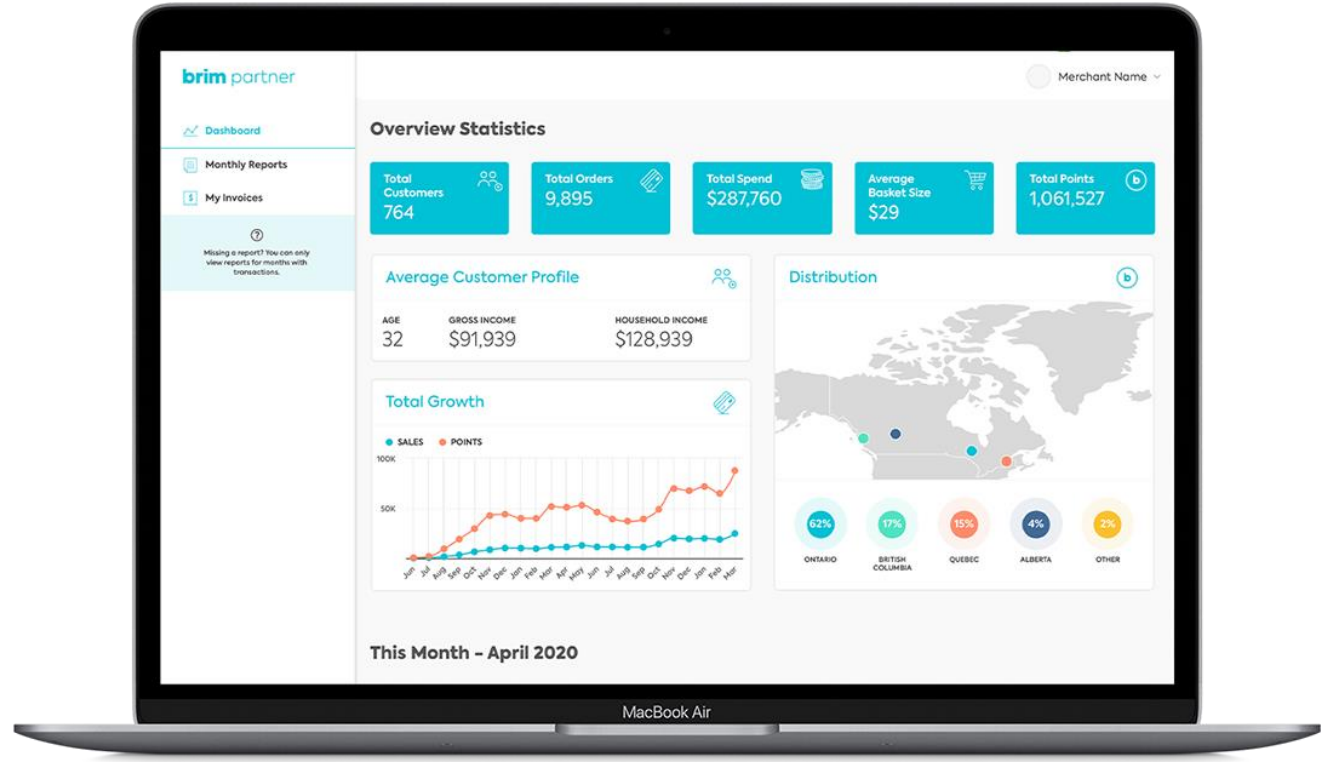
20% back in points SnackConscious Earn up to 20% back in points	20% back in points 8 Yoga Earn up to 20% back in points	5% back in points Runner Earn up to 5% back in points	2X the points on all subscriptions Netflix Earn 2X the points on all subscriptions
20% back in points HelloFresh Earn up to 20% back in points + milestone bonuses	2X the points on all subscriptions Spotify Earn 2x the points on all subscriptions	20% back in points Big and Boogie Earn up to 20% back in points	20% back in points Uber Eats Earn bonuses on all orders
20% back in points Halfmoon Earn up to 20% back in points	20% back in points Olite Quin Earn up to 20% back in points	10% back in points Province Apothecary Earn up to 10% back in points	20% back in points Detour Coffee Roasters Earn 2% back in points + milestone bonus
20% back in points Dropbox Earn 2,000 bonus points (2X)	15% back in points Centki Earn up to 15% back in points	15% back in points The Second City Earn 15% back in points	1,000 bonus points (3X) Kobo Earn 1,000 bonus points (3X)

[Load More \(7\)](#)

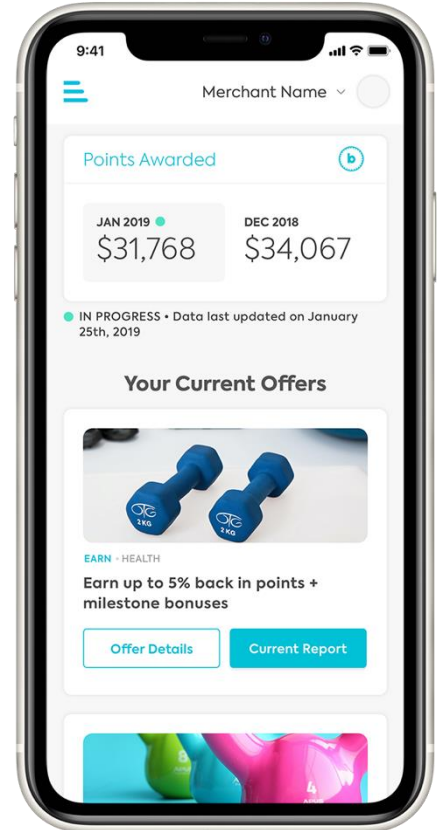
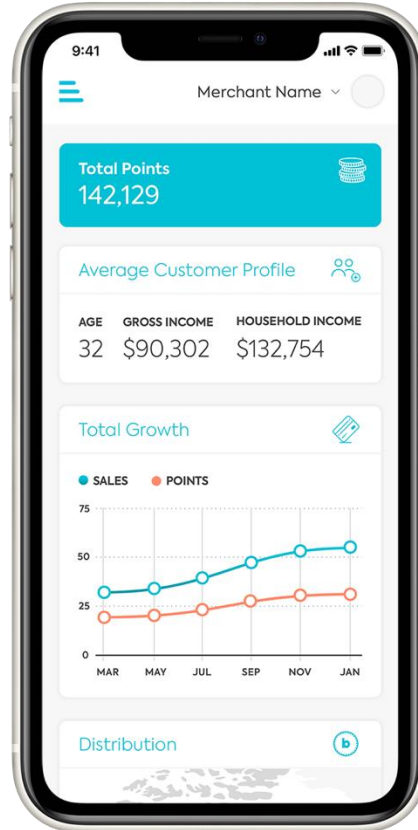
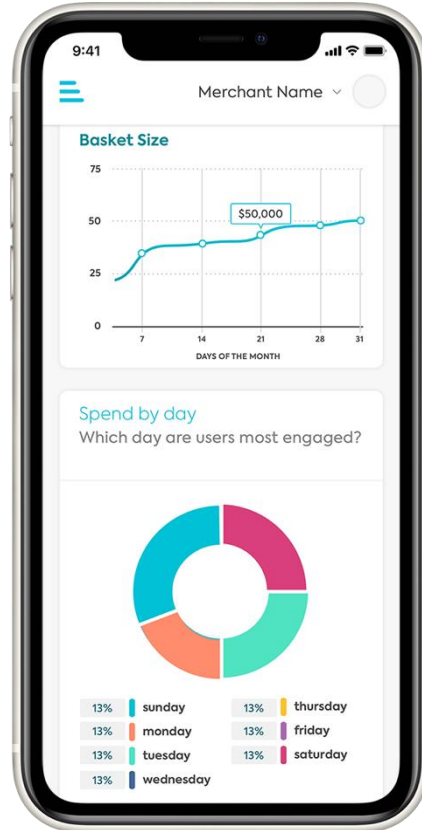
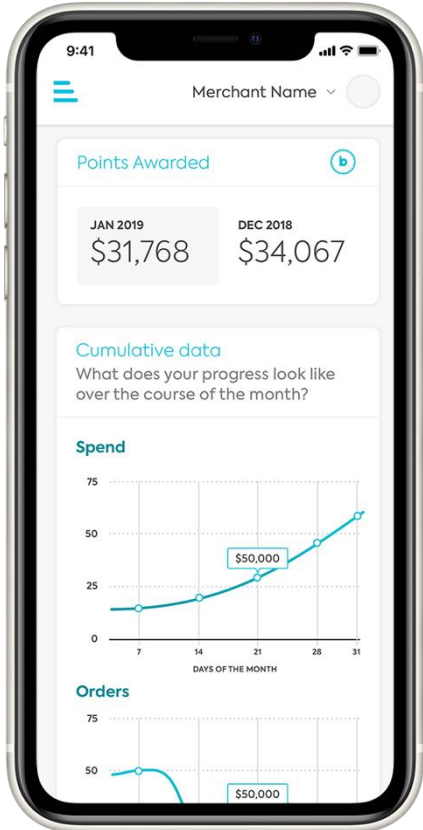
What's inCard What's eShop Terms & Conditions

Merchant Portal

Led UX research, design and front-end development to launch Brim's Partner Platform - an online Analytics Portal for partners to access statistics, reports and invoices for their Brim Rewards offers.



Merchant Portal



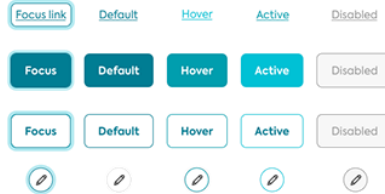
Design Patterns & Standards

Managed the definition of colour, typography and design standards for all brim's digital products & branding, including templates for emails, presentations, reports and the development of brim's (future) design system

Colours



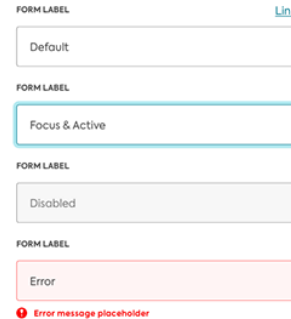
Buttons & Links



Selectors



Form fields



Icons

ACCOUNT NAVIGATION



MODALS



Text Styles

DESKTOP

Display (H1) – 32px

Title (H2) – 24px

Headline (H3) – 18px

Body (Paragraph) – 16px

Callout – 14px

Callout – 14px

SMALL TITLE (H4) – 12px

Caption – 12px

MOBILE

Display (H1) – 28px

Title (H2) – 24px

Headline (H3) – 18px

Body (Paragraph) – 16px

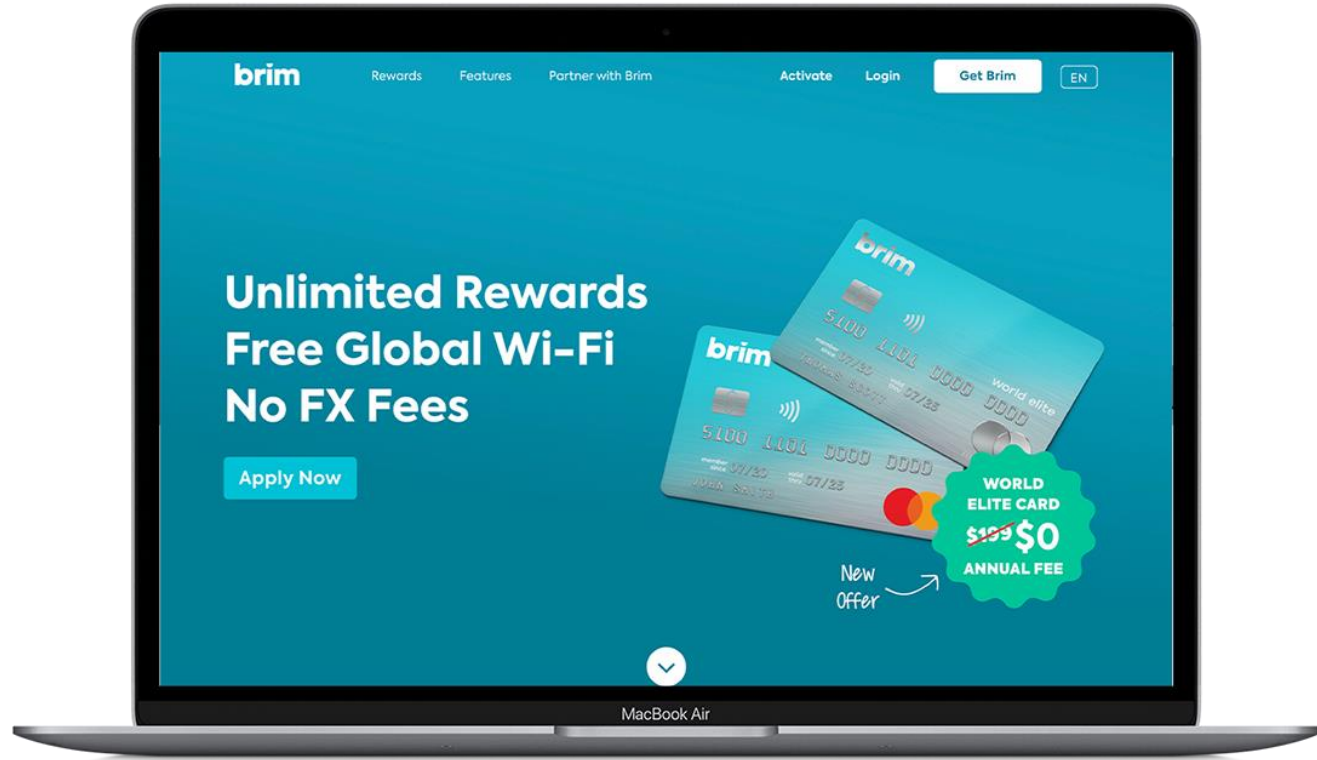
Callout – 14px

SMALL TITLE (H4) – 12px

Caption – 12px

Marketing - Website & Initiatives

Design direction for several marketing initiatives including Brim's website, landing pages, blog, a full campaign on the TTC, advertising on the Globe and Mail and other partnerships with known brands such as Uber Eats, SickKids, Samsung and others.



Marketing - Website & Initiatives

brim eShop

Click. Shop. Earn.

The most rewarding way to shop online. Explore exclusive offers & earn more on everyday purchases.

APPLY NOW TO GET A BRIM CARD

First name Last name

Email Address

Mobile phone number Language

Yes, I agree to Brim's [Privacy Policy](#), [Referral Program Terms](#) & [Terms of Use](#).

I'm not a robot

Sign Up

By clicking this button, I agree to hear more from Brim.

What's Brim eShop?

Brim eShop enables you to earn even more rewards online. Shop your favourite brands & earn points on your purchases.

Ready to start earning more rewards?



Log in to your Brim Account and go to Marketplace.



Explore eShop offers & select **Shop Now**.



Pay with your Brim card on a qualifying purchase and wait for the points to drop!

FEATURED BRANDS

brim

ESCAPE THE ORDINARY

Enter Contest

Smarter, better & more rewarding adventures await.

Enter for your chance to win a bucket-list-worthy trip anywhere in the world.

Contest Prize Package:

- \$1,000 Contiki Gift Card
- \$168 Ollie Quinn Gift Card (value of custom sunnies)
- Kobo Libra H20 eReader + \$50 Kobo Gift Card
- Parkland Backpack
- Large Contiki beach towel

Enter Contest Now!

brim **contiki** **OLLIE QUINN** **Kobon kobo**

Unlock the world with Brim.

Your travel, cashback and rewards card - all in one.



brim

brim rewards

Your Rewards. Your Way.

Access exclusive offers with Unlimited & Uncapped earning potential.

Get Brim



inCard Offers

Earn rewards automatically, just by using your Brim card. Exclusive offers, no opt in required!

+ Earn over \$500 in first-time bonus points

Frequency & Total Spend
Get higher points earning based on your total spend or number of visits.

Milestone Bonuses
Earn bonus points on your first purchase or once you achieve specific milestones.

Earn More on Your Everyday Purchases

Discover hundreds of exclusive offers — in store or online!



Thank you! :)