

Melissa Denby

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## Professional summary

Senior Product Designer with nine years owning end-to-end design for complex cloud-based enterprise platforms — translating complex technical requirements into intuitive, elegant user experiences for enterprise AI and data-driven products. At IBM, served as a bridge across six cross-functional Agile squads — keeping the user at the center while connecting product management, development, design, and leadership into a shared direction. Known for deep listening, earning trust across diverse teams, and making complex cross-functional work move — consistently chosen for challenging projects because of an ability to bring clarity, alignment, and momentum to teams.

## Experience

### IBM

Research Triangle Park, Durham, NC 27703

#### UX design lead (Instana)

May 2022 – December 2025

Led UX design for a track that included six teams across multiple timezones, focusing on helping enterprise users understand, investigate, and resolve application incidents. Recognized by two direct managers for exceptional ability to simplify complex workflows and translate highly technical requirements into human-centered designs.

Entrepreneur Award, March 2024 | Designer Spotlight Award, November 2022

**Awards:** iF Design Award: Excellence in User Interface Design and Digital Media Interfaces, G2 Best Software Awards: Best IT Infrastructure Products category, TrustRadius Buyer's Choice Award: continuous high customer satisfaction ratings in 2025 and 2026, Gartner Magic Quadrant: Maintained a strong Leadership position in the highly competitive Gartner Magic Quadrant for Observability Platforms, CRN Rating: Took leading positions in the CRN Rating for best visualization and IT infrastructure management

- Collaborated side-by-side with cross-disciplinary teams of software engineers, technical program managers, and stakeholders to develop cloud-based solutions for high-impact customer challenges
- Created wireframes, journey maps, interaction models, and high-fidelity visual designs across multiple product areas — leading product UX improvements from concept through delivery
- Acted as a liaison between users and products — gathering user insights through contextual interviews, workflow walkthroughs, and usability studies in partnership with UX research, then translating insights into actionable design direction
- Defined UX patterns and mentored other designers on UX craft — raising team standards through critique, coaching, and shared best practices
- Designed AI-powered product features for incident detection, root cause analysis, and predictive insights — with deliberate attention to trust, transparency, and error states
- Owned pattern coherence and design consistency across six squads — working within the Carbon Design System, collaborating with visual designers on system decisions, and ensuring product-level consistency at scale
- Told compelling, convincing product stories to technical and executive audiences — presenting design rationale, surfacing tradeoffs, and influencing decisions across cross-functional teams
- Maintained alignment across design, development, and product management as equal partners — consistently chosen for the most challenging projects requiring trust across diverse stakeholder groups
- Applied accessibility (WCAG) and inclusive design judgment across all work — recognizing and resolving gaps where standard patterns needed adjustment for specific use cases

### **UX design lead (Watson AIOps)**

May 2018 – May 2022

- Created the Watson AIOps Play Experience — a zero-install, self-service demo environment that expanded customer reach by removing onboarding friction
- Created wireframes, prototypes, and mid-fidelity designs using the IBM Carbon Design System
- Gathered user feedback through usability studies and customer interviews; facilitated workshops to drive cross-team alignment

### **UX designer (Cloud DevOps)**

March 2017 – May 2018

Manager's Choice Award, April 2018

- Designed data-driven dashboards and visualizations for predictive application monitoring — translating complex operational data into clear, actionable cloud-based enterprise interfaces using the IBM Carbon Design System
- Created research plans, surveys, and task flows that directly informed product decisions; completed IBM's design thinking bootcamp

### **Freelance UX Designer**

May 2015 – March 2017

Led end-to-end UX design for small business and marketing websites — managing the full process from discovery through launch.

### **Earlier Career**

Graphic Designer – Rivers Agency, 3 Birds Marketing, Strategic Guru, Liberty Hardware, Ampersand  
2007 – 2015

Delivered print and digital design solutions for marketing, branding, and web projects. Known for creative versatility, precision, and collaboration.

## **Skills and certifications**

### **Methods and practices**

End-to-end product design, Interaction design, Sketching and visual thinking, Information architecture, Systems thinking, Platform UX, Cross-product pattern design, AI capabilities integration, Multi-persona workflow design, Design system practice, User research partnership, Usability testing, Prototyping, Accessibility (WCAG), Inclusive design, Facilitation, Cross-functional collaboration, Design mentorship, Agile delivery, Async collaboration

### **Certifications and badges**

AI x Design Thinking Certificate — IDEO U (2026), IBM Enterprise Design Thinking Practitioner, Co-Creator, Trustworthy AI and AI Ethics from Credly, AI Fundamentals for Design, Anthropic Claude 101 and AI Fluency

### **Tools**

Figma, Mural, Notion, Jira, IBM Carbon Design System, Currently extending AI knowledge in Figma Make and Claude Code

## **Education**

2016 MSIS Information Science, University of North Carolina Chapel Hill  
2006 BFA Graphic Design University of Georgia, Athens, Ga.