Melinda Howard Belcher

melinda@melindarocks.com • LinkedIn

New York, NY 11211 • (917) 488 8271

melindarocks.com • UX Content Design NYC

Executive Leader

Product Strategy | Content | Design | Experience

Versatile and forward-thinking professional with 20+ years of experience in strategy, content and design, including a decade of leadership experience. Proven track record in fostering thoughtful, data-driven decision-making.

Highly effective in cross-functional collaboration, leading diverse teams to meet user needs and achieve organizational goals. Proficient in overseeing end-to-end product design from discovery to delivery. Known for strong leadership, analytical acumen, and exceptional relationship-building skills.

Areas of Expertise

- Product design and delivery
- Strategic planning and execution
- Marketing and sales coordination

- Brand and product strategy
- Cross-functional collaboration
- Content design and strategy

- Executive presentation
- Stakeholder management
- Research and analysis

Career Experience

Executive Director, Design, JPMorgan Chase, New York, NY   **2021 – Present**

Recruit and manage product design, research and content resources in support of our Card portfolio. Focus on optimizing quality of material and enhancing connections with product, marketing, tech, legal and adjacent design partners. Facilitate workshops and executive presentations. Conduct leadership training and mentorship programs.

- Improved legal and product approval procedures to reduce delivery time by 50%.

- Grew team of 5 to 25 in less than 18 months with 90% retention rate.

Head of Content Design & Strategy, Mastercard Worldwide, New York, NY   **2017 – 2021**

Designed digital content experiences to facilitate safe and convenient exchange of money and information, including payments and authentication services. Supported and trained SME participants in initiatives involving outside suppliers and agency partners. Improved localization, research, and approval protocols for content within product teams.

- Spearheaded EMV SRC specifications and product design for Click to Pay, an online checkout solution backed by EMVCo, the global technical body collectively owned by American Express, Discover, Mastercard and Visa.

- Created, documented, and implemented global product strategy guidelines for Click to Pay.

...continued...

Director of Content Experience & Strategy, K Street Partners, New York, NY   **2015 – 2017**

Managed all strategy and experience initiatives, including print and digital communication strategy, brand, content, contact (DM and email), and contact (DM and email) strategy. Collaborated carefully with analytics and insights to develop strategies to speak to target markets and effectively communicate value offer.

- Coordinated extensively with creative team to ensure consistent and compelling activation of brand standards.

- Developed "vision statement" and strategic roadmap for implementation of Salesforce's taxonomy-based personalization strategy within AEM.

VSA Partners, Director of Content Strategy, New York, NY   **2013 – 2015**

Oversaw VSA's digital content practice, including hiring, allocating resources, reaching out to new clients, and providing thought leadership.

- Directed two content creation teams as Certified Scrum Product Owner in Chicago and London in support of IBM's important industry campaign managers.

- Assembled permanent local team and served as interim product owner for IBM's Tokyo Design Studio.

Associate Creative Director, Content, frog design, New York, NY   **2011 – 2012**

Devised editorial schedule and social media/distribution plan for GE's ecomagination.com's relaunch. Created variety of quick films and live webcasts for ecomagination.com website.

- Built a core editorial team and rotating staff of influencers in the science, energy and green spaces.

- Led first paper prototype of UNICEF Emergency Response Simulation Game, Winner of the Core 77 Professional Notable for Social Impact.

Senior Creative Writer, Interbrand, New York, NY   **2007 – 2011**

Delivered writing solutions for all client communication tools, including positioning statements, brand strategy, brand concepts, brand stories, brand names, communications toolkits, taglines, and copy by collaborating across functional boundaries.

- Organized and led seminars for training client corporate communications teams, agency partners, and HR personnel in person and online.

- Guided and monitored copy on all projects to manage and edit work of 7-10 junior team members as client lead.

Additional Experience

Copy Director/Content Strategist, Freelance, New York, NY

Associate Director of Content Strategy, Havas Worldwide, New York, NY

Senior Copywriter & Creative Consultant, Girl Scouts of the USA HQ, New York, NY

Copywriter, Shaw Marketing Group, New York, NY

Education

Master of Fine Arts in Creative Writing

The New School, New York, NY

Bachelor of Arts in Spanish Literature & Linguistics (Magna cum laude)

University of Missouri, Columbia, MO

Technical Proficiencies

Acrolinx | Adobe Experience Manager | Confluence | Figma | Invision | JIRA | Keynote | Mailchimp | MS Office Suite | Sharepoint | Sketch | SurveyMonkey | Teams | UserZoom | Qualtrics

Licenses & Certifications

Certified Product Owner, Scrum Alliance, 2013

Patent Owner, P06818-US-UTIL, Digital Design Application Plug-in for Content Updates and Delivery

Publications

Every Experience is a Content Experience: Interview with Melinda Belcher on Writer.com

Content Design Drives Great Customer Experience at Mastercard, Boye & Company

Growing beyond a team of one, UX Collective on Medium

Five Reasons to Work in Your Pajamas, LinkedIn

Speaking Engagements

"Melinda Belcher: Inspirational Design Leadership", Content Strategy Insights (podcast)

Leadership Tips from a MOM (Manager of Managers), Lead with Tempo 2023 (video)

Leadership: How We Got There (panel host), Confab 2022 (video)

Bridging the Gap: Making the Most of the Difference Between Agency and Enterprise, Enterprise Experience 2020 (video)

Content Design at Mastercard with Melinda Belcher, Boye & Company 2020 (video)

Optimizing Technical Content for Translation, Lavacon 2018 (slides)

Stop, Listen, and Collaborate: Creating an Experience-first Content Strategy, Lavacon 2017 (video)

Content Strategy for UX Designers, General Assembly guest lecture (slides)