

Melissa Gobeil

Change Management Consultant

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Skill Sets

Transformation & Change Management

- Change Management Roadmap Development
- Stakeholder Engagement & Change Readiness Assessment
- Process Improvement & Workflow Optimization

Design & Front-End Development

- User Experience Design & Data Analysis (UX)
- User Interface Design & Visual Elements (UI)
- Cross-Functional Team Coordination

Digital Solutions & Enterprise Consulting

- Requirements Analysis & Solution Development
- Open-Source Technology Evaluation & Selection
- Prompt Engineering & Generative AI Proficiency

Hello there!

I am a Prosci-certified change practitioner, guiding organizations to navigate their transformations, focusing on the human side of change and helping teams adapt to new processes. My approach combines proven change methodology with deep insights into user behavior. I believe that successful transformation isn't just about new processes or technology, it's about connecting with people where they are.

My unique strength comes from 26 years of experience in design, engineering, and digital solutions. With this technical background, I can anticipate adoption challenges before they derail a project. This foundation allows me to build more realistic change plans and communicate effectively with both leadership and technical teams.

Experience

Business Consultant | Bell Canada

2023 - 2024

- Conducted stakeholder interviews to evaluate transformation requirements and assess change capacity
- Developed change management roadmaps using Prosci methodology, guiding teams through transformations
- Designed and standardized communication templates, improving consistency across transformation initiatives
- Researched AI tools to enhance processes and engagement
- Supported contact center modernization projects, ensuring user experience changes aligned with transformation goals

UX Engineer | mdf commerce inc

2011 - 2023

- Drove developer mindset shifts through UX psychology training, helping teams adopt user-centered approaches.
- Collaborated with design teams to improve user experiences, building consensus across different perspectives
- Worked with cross-functional teams to align product strategies and resolve workflow conflicts
- Coordinated process improvements across departments while managing diverse platforms (Cascade CMS, Hubspot, Unbounce, WordPress, SendGrid)
- Led technical implementation of responsive websites using modern web technologies

Languages

French Native
English Bilingual

Technologies

Linux / Arch ● ● ● ● ●
VSCodium ● ● ● ● ●
Anthropic / ClaudeAI ● ● ● ● ●
OnlyOffice ● ● ● ● ●
Obsidian ● ● ● ● ●
Figma ● ● ● ● ●
DrawIO ● ● ● ● ●

Interests

- Cognitive Psychology & User Behaviors
- Open Source Technologies
- Artificial Intelligence

Certifications



Business Owner | Ménard comics – Cards & Games

2015 – 2018

- Managed daily operations and identified growth opportunities for the retail business
- Handled supplier relationships and procurement, adapting to changing market conditions
- Conducted research on customer experience and store layout optimization to improve sales
- Built web-based event management tools to streamline business processes

UI/UX Designer • Web Developer | M.A.G. Integration inc

2001 – 2011

- Analyzed client requirements and target audience to develop prototypes
- Designed graphics and visual elements for user interfaces
- Developed full-stack web solutions using front-end and back-end technologies
- Coordinated with development teams, ensuring project completion

IT • Network Admin | Barbeau & Lamarre Accountants

2003 – 2010

- Administered Windows 2000 network for 20+ users, managing local and remote system deployments
- Provided technical support and configured accounting software and office applications
- Troubleshoot network issues and resolved performance problems to maintain system reliability

Education

Specialized Training Certificate, System Analysis and Requirement Specifications

2009 – Computer Research Institute of Montreal

- System Analysis and Design Methodology
- Product Design
- Project Management

Professional Diploma, Digital Design

1999 – Jacques Rousseau

- Visual Identity, Marketing, and Advertising Graphic Design
- User Experience Workflows
- Web Integration & User Interface Design

Interested to know more?

Let's discuss! We should queue up a time to chat and grab a coffee!

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