

MEREDITH FAY

EXPERIENCE

Lead Product Designer | Eaze

San Francisco, CA *February 2016 - May 2016*

- Created a customer journey map highlighting differences in user experience among customer segments
- Analyzed qualitative and quantitative data from survey results, user interviews, and existing user data to create a touchpoint inventory, validated personas, and customer journey map heavy on data visualization

Lead Product Designer | BuildZoom

San Francisco, CA *February 2016 - May 2016*

- Led visual and content redesign of high-traffic landing page and contractor profile pages
- Increased user comprehension, conversion rate, and key metrics such as time on page and bounce rate

Brand and Visual Designer | Zeguro

San Francisco, CA *March 2016 - May 2016*

- Developed Zeguro's brand identity by establishing design principles and creating a style guide and component library
- Applied brand elements to high-fidelity UI screens and prototype for the on-boarding flow

User Experience Designer | WeTravel

San Francisco, CA *February 2016 - April 2016*

- Redesigned the trip details page, booking flow, and final confirmation page
- Conducted usability testing, pain point synthesis, and rapid prototyping to guide iterative design
- Increased user trust, engagement, and comprehension with the site

Business Operations Manager | Freddie Mac

Project Manager | Freddie Mac

Trade Analyst | Freddie Mac

McLean, VA *September 2010-February 2015*

- Initiated competitive programs to meet Affordable Housing Goals; directed business strategy, developed process, and managed corporate communications to support new pricing initiatives
- Worked with a small team of engineers to design and develop application software; responsible for writing detailed business requirements, process flows, and procedures, structuring information architecture, wireframing, designing the visual interface, and conducting UAT testing
- Provided support to 4 trading desks by calculating daily profit and loss statements, reviewing mortgage-backed securities, and monitoring currency exposure

EDUCATION & CERTIFICATIONS

Product Design

Tradecraft *2016*

PMP Certification

Project Management Institute *2015*

Sustainable Urban Planning and Design

University of California, Berkeley *2014*

B.A. Psychology, Economics

University of Virginia *2010*

CONTACT

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SKILLS

UI Design

UX Design

Visual Design

Project Management

TOOLS

Sketch

Illustrator

Photoshop

Marvel

InVision

Principal

HTML/CSS

Pen & Paper

INTERESTS

Hiking

Cooking

Podcasts

Sour beer

Road trips

Live music