

MEGHAN LOGAN

Stand up comedian turned product designer

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EXPERIENCE

Amplitude, Sr. Growth Designer

2020-2021

-**Lead growth pillar design** to iterate and test quickly on product solutions, heavily tied into creating and maintaining a data driven culture. Led a new product feature initiative for anomaly + forecasting which helps users reduce noise in monitoring + **understanding their key metrics**.

-Amplitude All Access; **aligned 8 key cross-functional stakeholders** on a strong vision for a membership experience. Facilitated multiple workshops, identified an agreeable northstar metric to implement (engaged amplitude community members), and created intuitive design experiences through SSO

RepairPal, Sr. Product Designer

2019-2020

-Own end to end process of **reshaping RepairPal's core product**, the estimator tool. Success was measured by conversion % increase. (v2 of design solution drove 62% more contacts)

-**Liason between product and stakeholders** for design impact on product CTAs centered around conversion rates, user pain points with filtration tools, UX thinking, and metric moving solutions.

Cater2.me, Product Designer

2018-2019

-**Lead process** for introducing new user onboarding flow aimed to increase accessibility. Target metrics were user engagement, and user retention.

-**New user payment flows project**; streamline payment preference collection flow to have valid payment earlier in the process, improving company net profit and minimizing outstanding payments

-**Improve and revamp** sales proposal flow to guide users towards accepting service or provide feedback needed to revise their proposals to increase conversion rates

Origin, UX/UI Designer

2017-2018

-User research + site redesign

EDUCATION

Self taught! Ask me about it.