

Meredith Maines

UX Designer

Houston
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Overview

Business-case-driven user research

Designs validated by usability testing and analytics

Education

Bloc / UX Certification

July 2015 - October 2016, Remote

Louisiana Tech University / BFA, Graphic Design; BA, Journalism

2006 - 2010, Ruston, LA

Experience

Home Depot & Blinds.com / UX Designer

NOVEMBER 2017 - PRESENT, Houston

Co-lead (with Product Owner and Tech Lead) scrum product team of 5-10 developers.

Direct the experience and design of online/in-store web apps that pioneer making custom products transactable on top e-commerce retailer's site, expecting annual lift of \$30M.

Launched and facilitate on-site UX research lab for moderated user interviews and usability testing.

Conduct customer discovery interviews and observational in-store sessions; write and analyze unmoderated usability tests.

Utilize analytics suite to add improvements to Agile backlog.

Halliburton / UX Designer

MARCH 2017 - OCTOBER 2017, Houston

Led design overhaul of legacy software and introduced updated visual elements and user-friendly components for upstream data visualization and manipulation.

Conducted "hallway" preference and usability testing with SMEs to validate designs when access to users was not available.

Chemyx / UX Designer

MARCH 2016 - JANUARY 2017, Houston

Developed wireframes, prototypes, and mockups for e-commerce website, electronics interfaces, and IOT mobile app.

Wrote, launched, and analyzed unmoderated, remote usability tests through Usertesting.com.

Developed and analyzed user surveys through Google Forms to inform customer personas.

Analyzed Hotjar session replays, Google Analytics conversion funnels, and heat maps to add optimizations to the backlog.

Living Water International / Writer & Social Media Manager

AUGUST 2012 - MARCH 2016, Houston

Developed fundraising microsite content and content strategy for email campaigns, direct-mail letters, and social media editorial calendar.

Developed voice-over scripts and storyboards for marketing videos.

ELS Educational Services / Social Media & Internet Ad Lead

JANUARY 2011 - AUGUST 2012, Princeton, NJ

Developed social media strategy, editorial calendars, content, and ads.

Designed campaign landing pages and corresponding online ads.