Meredith Maines

UX Designer & Researcher

Houston
318-773-9403
meredithmaines@gmail.com
meredithmaines.com (bootcamp portfolio; professional portfolio upon request)

Skills & Tools

User Interviews
Usability Testing
User Surveys
Journey Maps
Wireframes
Prototypes
Mockups

Sketch
Invision
Quantum Metric
Hotjar
Adobe Analytics
Mixpanel
Tableau

Industry Involvement

Hexagon UX Houston
Co-founder & Co-chair
FEBRUARY 2017 - PRESENT

Create and host interactive workshops and career advancement events for current and aspiring womxn UX designers and researchers

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Education

Bloc / UX Certification
JULY 2015 - OCTOBER 2016, Remote

Louisiana Tech University / BFA, Graphic Design; BA, Journalism
2006 - 2010, Ruston, LA

Experience

Home Depot / UX Designer & Researcher
NOVEMBER 2017 - PRESENT, Houston, TX

- Lead design and research for an Agile product team of 5-7 developers; gather business requirements and define user needs; present design, research, and analysis to merchandising leadership

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

- Launched pre-Covid, on-site UX research lab for moderated user interviews and usability testing; developed methodology for remote usability testing with in-store users to problem solve for Covid constraints

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

- Utilize analytics suite to add prioritized improvements to Agile backlog

Halliburton / UX Designer
MARCH 2017 - OCTOBER 2017, Houston, TX

- 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 & Researcher
MARCH 2016 - JANUARY 2017, Houston, TX

- 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 personas

- Analyzed Hotjar session replays, Google Analytics conversion funnels, and heat maps to inform the development backlog

Living Water International / Writer & Social Media Manager
AUGUST 2012 - MARCH 2016, Houston, TX

- 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