

# MEGAN MCVEY

UX/UI DESIGNER | meganmcvey.com

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📞 703.967.1598

📍 Denver, CO

## EDUCATION

### Post-Baccalaureate Program - Counseling & Psychology

University of California, Berkeley  
2019-2021 | Berkeley, CA

### Certified UX Designer Immersive Program

Career Foundry  
2017-2018 | Berlin, Germany

### Master of Environmental Management

Yale University  
2010-2012 | New Haven, CT

### Bachelor of Science, Biology

### Bachelor of Arts, Media Studies

University of Virginia  
2001-2005 | Charlottesville, VA

## SKILLS

User Research  
Competitor Analysis  
Information Architecture  
Journey Mapping  
Wireframing  
Prototyping  
Usability Testing  
Project Management  
Basic HTML  
Web Design  
Content Strategy  
Agile Development

## TOOLS

Sketch  
Axure  
Figma  
Adobe XD  
InVision  
Principle  
Framer  
Omnigraffle  
Photoshop  
Illustrator  
Zeplin  
Miro

## EXPERIENCE

### Senior UX/UI Designer

June 2021 – Present

*Motili | Denver, CO*

Leading the UX/UI efforts behind the redesign of Motili's mobile app, a field management tool for HVAC technicians. Conducted user interviews and analyzed survey data and SOPs to create user personas, mental models, and journey maps. Designs user flows, wireframes, and mocks to demonstrate scheduling, time and location tracking, document management, invoice creation, and eCommerce features. Developed the mobile product strategy, prioritized features, and built a roadmap to identify future release windows.

### Product Designer (Contractor)

Nov 2020 – June 2021

*Charter Communications | Denver, CO*

Led the UX/UI efforts behind the creation of the speed test experience on the My Spectrum mobile app. Created user flows and mobile wireframes for pod installation, manual troubleshooting, and IoT onboarding. Led demos during design reviews with stakeholders and leadership. Worked in an Agile process with product managers, QA, and engineers.

### User Experience Designer

Feb 2018 - Nov 2020

*Publicis Sapient | Arlington, VA*

Served as the UX lead during the redesign and technical reconfiguration of an NIH website (of more than 900 web pages) to a mobile-friendly platform in half the timeframe and at half the cost of the prior migration. Redesigned and conducted usability testing on a federal platform used to collect and manage data for participants in a scholarship and loan repayment program. Created wireframes and prototypes to communicate the visual elements for a new provider management portal and task dashboard.

### Director of Digital and Content Strategy

April 2016 - Feb 2018

*Student Conservation Association | Arlington, VA*

Served as the UX lead and oversaw the design overhaul and technical management of SCA's flagship website and associated microsites. Directed the development and optimization of content across SCA's website, email, and social media channels. Managed and mentored a three-person web production team. Built a ticketing system to track, prioritize, and streamline marketing requests from staff.

### Manager of Digital Content Strategy

Sept 2015 – April 2016

*American Humane | Washington, DC*

Used digital analytics and market research to develop, optimize, and execute digital campaigns that involved producing and promoting content across the Association's web and social media channels. Managed a two-person web production team and built relationships with celebrity influencers.

### Senior Associate, Digital

Dec 2013 – Sept 2015

*Pew Charitable Trusts | Washington, DC*

Provided advanced-level project management for twelve project teams and three service teams (designers, editors, web producers). Assisted in script and storyboard development, and provided support for on location video shoots to produce videos aimed at changing international ocean conservation policies.

### Communications Manager

July 2012 – Dec 2013

*U.S. Global Change Research Program | Washington, DC*

Designed, launched, and managed a White House website. Coordinated a coalition of 13 federal agencies working to unify climate education across the Federal Government. Managed and mentored a three-person communications team. Worked with three federal agencies to create an interactive seal level rise mapping and calculator tool which won a GreenGov Presidential Award.