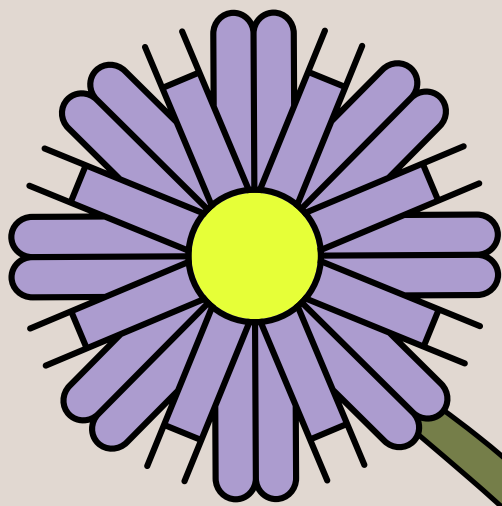




Meredith Hamilton

UX/UI & Visual Designer



Contact

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 [Portfolio](#)  [210-710-6999](#)

Skillsets

UX Research

User Research	Info Architecture
Usability Testing	Surveys
Persona Development	C&C Analysis
User Journey Mapping	Contextual Inquiry
Data Analysis	Card Sorting
Micro. Design	A/B Testing

UX Design

DEV Handoffs	Wireframing
Design Thinking	Rapid Prototyping
Design Systems	Interaction Design
Cross-platform Design	Visual Design
Iconography	Responsive Design
& Illustration	User Flow Mapping

Software & Tools

Miro	Asana	HTML/CSS
GWS	Jira	Figma
Trello	Maze	Sketch
Framer	Marvel	Invision

Additional Assets

Complimentary combo of having the personality of Dwight Schrute & sense of humor of April Ludgate.

Proficient in medical knowledge with First Aid & CPR certification since the age of 15.

I have a service dog, so you not only gain a cute security system but also a highly effective vacuum cleaner, guaranteeing a space free from ants & crumbs.

Dexterity to recite any info about dinosaurs.

Ability to complete a 1000 piece puzzle in less than a day while maintaining tranquility.

Confidence in embodying The Final Girl persona & ability to navigate a real-life horror movie situation with resilience & resourcefulness.

Education

General Assembly

User Experience Design Immersive
Sep. 2022- Dec. 2022

Full-time immersive 12-week program in UX/UI design consisting of 480+ hours of extensive practice, studying, professional training & mentorship.

Relevant Projects

Thriver

MVP Responsive Website • Lead Visual Designer & UX Researcher

Partnered with 1 UX designer & 3 software engineers in a 6-week agile product development engineering program to create a meaningful app that solves a pressing everyday problem faced by users.

- Created & implemented the visual design direction for the website.
- Conducted user research & created personas to inform design decisions.
- Developed wireframes, prototypes, & hi-fi mockups to communicate design concepts & ensure the design meets user needs & expectations.
- Incorporated feedback from usability testing into design iterations.
- Created design systems & style guides to ensure consistency across the website.
- Ensured the website was responsive & optimized for all devices & screen sizes.
- Advocated for user-centered design principles & best practices throughout the design process.

Medsembly

Website Redesign • Lead Visual Designer & UX Designer & Researcher

Collaborated in a 3-week design sprint with a UX team of 4 to develop a desktop version of their current mobile application.

- Worked closely in communications with the stakeholder & CEO to establish timelines, identify pain points, & keep aligned on their goals.
- Devised 4 user surveys in Google Forms to organize & collect the data needed to accurately make the proto-personas that were based on current & previous users.
- Conducted usability tests in Maze by crafting 2 different prototypes stemming from the proto-personas we concocted.
- Oversaw the visual design & information architecture.
- Designed & iterated on sketched & digital wireframes & prototyped them in Figma with data deriving from client feedback & usability test results.
- Produced 16 screens & 43 assorted navigational systems, in all levels of fidelity with consistent patterns, variants & components in Figma: with the results of all screens & chosen navigations being developer ready. Final Figma file contained over 45 screens & two interactive prototypes for the client.

Bandcamp

Mobile App Redesign • Project Manager & UX Designer & Researcher

Carried out a 2-week design sprint on a UX team of 3 tasked with redesigning & updating a music streaming service's mobile app to elevate users' experiences as well as increase sales.

- Redesigned app to boost functionality, discoverability & find-ability based on the pain points insights gained from doing the heuristic evaluations, user interviews, user surveys & usability tests.
- Ideated & produced sketches & design solutions that optimized the users' needs from research data & competitive & comparative analysis then converted them into wireframes.
- Produced & assembled a design system for the final product which included 15 hi-fidelity screens, an interactive prototype, a neatly organized component library with the proper naming structure, & a meticulous research attachment, all ready for developers.
- Managed project timeline & productivity via Trello ensuring completion by the 3-week deadline.

Silver Spur

E-Commerce Redesign • Solo UX Researcher & Designer

Solo 2-week design sprint to redesign a local retailer's e-commerce website, enhance customer experience, increase traffic & improve user retention.

- Redesigned website layout that highlights the retailer's key features while also allowing users to navigate & search for products easily.
- Scripted, conducted, & synthesized 5 user interviews, 2 different user surveys, & 3 usability tests to identify needed areas of improvement. Then synthesized the results into an affinity map to create 2 personas.
- Conducted 3 competitive & comparative analyses & journey mapping, ensuring enhancement in accessibility for users in different stages.
- Converted sketches into lo-fidelity wireframes using Figma resulting in 6 hi-fidelity screens.
- Redefined a new site map & user flows to alleviate the number of steps in the checkout process allowing the customers to have a more smooth & memorable experience.

