

Meredith Patrick

Strategic experience design solutions with positive business impacts that empower users

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Bodhi Solar

UX Researcher

JAN 2023 - NOV 2023

- Led and developed self-serve onboarding flow for new product line that increased sales leads by a monthly average of 8% in 2 months.
- Supported launch of PLG strategy: Created Figma prototypes and conducted multiple rounds of usability tests for self-serve onboarding flow on Bodhi Free.
- Led IA restructure and advised on UX best practices for website redesign.
- Produced all training videos for new product, Bodhi Free.
- Identified and tracked key usage metrics to inform Sales and Product teams on priority prospects and areas for improvement. Presented as weekly reports.

Dimensional Fund Advisors

Product Designer

JUL 2020 - DEC 2022

- Transitioned design system from Sketch to Figma to streamline workflows for design, development and publishing and to create a more consistent digital experience for users.
- Conducted secondary and competitive research and synthesis to outline industry trends and business needs for public site redesign.
- Collaborated with Product Managers, Developers and other Designers to deliver new and existing internal and public and client site features.
- Onboarded new team members and helped orient them to our workflow and potential opportunities.

Alegion

Senior UX Designer

OCT 2017 - APR 2020

- Led product design in an Agile environment resulting in the creation and launch of three proprietary products for Alegion's tasking platform.
- Established user research practices and held weekly interviews with users.
- Conducted experiments to validate efficacy of ML tooling in our platform leading to increased workforce efficiency of 300%.

General Assembly
UX Design Instructor
APR 2016 - JUN 2017

- Taught four full-time programs (ten weeks each) totaling 50 students.
- Focused on human-centered design methodologies.
- Optimized syllabus to maximize material comprehension.
- Developed lessons and activities on enhancing usability through UI, color, typography and layout.
- Iterated lessons for each course based on student and manager feedback to ensure the most effective delivery.

FXFit
UX Designer
JAN 2016 - SEP 2016

- Focused on converting Facebook likes to class sign-ups and website visits.
- Developed and implemented a consistent brand and content strategy to build a recognizable presence across Facebook, Instagram, Twitter and Pinterest.

Swipejobs
Product Designer
JUL 2015 - JAN 2016

- Utilized Material Design to create consistent experiences for a multi-platform application—Android/iOS mobile and desktop.
- Empowered job seekers by providing a choice of personalized opportunities that fit their skill set.
- Employed agile methodologies (scrum/sprints) for efficient and effective collaboration with a remote product owner and team of developers.

Educate2Envision
Product Designer
JAN 2015 - MAR 2015

- Conducted a heuristic analysis to evaluate the current site.
- Utilized findings to prioritize project goals and communicate my design decisions to clients.
- Built a stronger hierarchy and restructured the navigation.
- Resulted in improved usability and more users clicking on the CTA button to donate.

Gap Inc.
Graphic Designer
JAN 2012 - JUN 2014

- Concepted and designed seasonal and promotional creative for Gap Adult and Body.
- Collaborated with cross-functional business partners to deliver relevant and consistent consumer experiences to engage and drive Gap's global market.
- Exposure to market research and consumer data led me to explore the possibilities of using data to improve the user experience.