

Hi, I'm Megan. Lead product designer and mentor.
Creating positive impact for companies and ~~users~~ real people,
with over 10 years of design industry experience and 6 years in product.

SKILLS

Product Design
Native App Design, iOS & Android
Visual Design
Information Architecture
Responsive Web Design
Product Strategy
Design Systems
Mentoring & Design Leadership
User Testing & Research
UX Writing

SOFTWARE

Figma	UserTesting
Sketch	CMS Systems
Zeplin	Google Suite
Asana	Atlassian Suite
Invision	Adobe Suite

COMMUNITY

Hexagon UX Bay Area

Mentorship Steering Committee
Jan 2023 - Present
Mentor
Oct 2016 - Present

ADPList

Mentor
Jan 2023 - Present

EDUCATION

Chico State University

B.A. Communication Design, 2014
Summa Cum Laude

Los Medanos College

A.A. Behavioral Sciences
& Social Sciences, 2012

EXPERIENCE

Kinsa Health

5 YEARS, 3 MONTHS

Lead Product Designer

APRIL 2020 - DEC 2022

- Acted as Lead IC Designer across organization, developing innovative end-to-end native mobile & web experiences for consumer-focused products and audiences.
- Increased & sustained 80% engagement rates for key medical guidance and health tracking features** by leading with research and applying human-centered design to mobile app experiences.
- Managed and mentored a team of two product designers for 2 years. **Improved design team output and reduced project delivery times by 15%** by migrating into Asana, introducing project request forms, and creating training documentation.

Senior Product Designer

JAN 2019 - APRIL 2020

- Led complete experience and interface redesign of the Kinsa native mobile app as sole designer on a 0 → 1 MVP product launch. **Currently 4.9 stars in app stores with 3 million users, 60% YoY retention and a Must-Have Score of 68% for product/market fit (considered a well above-average score).**
- Drove key improvements to team's product development cycle** by partnering effectively with engineering and creating design systems that improved consistency and scalability across products and platforms.
- Built trust with audiences and contributed to brand loyalty** by crafting empathetic app voice and trustworthy, approachable medical guidance with nurse practitioners and medical writers.

Product Designer

OCTOBER 2017 - JAN 2019

- Decreased medically unnecessary ER visits by 21% and increased use of telemedicine by 193%** by creating in-app care experiences for healthcare members of a Top 5 National Health Insurer.
- Increased onboarding completion rates to 97%** by simplifying web & mobile experiences for families participating in the FLUency school program for Title I schools in underserved communities.

Additional Work Experience on LinkedIn