

MEREDITH MAINES // UX DESIGNER

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EXPERIENCE

UX Designer, Chemyx, Inc.

Stafford, TX // March 2016–January 2017

- Developed wireframes, prototypes, and mockups for websites, physical product interfaces, and mobile apps
- Wrote, launched, and analyzed unmoderated, recorded usability tests through usertesting.com
- Wrote, launched, and analyzed user surveys through Google forms, utilizing responses in customer personas
- Analyzed Hotjar session replays, heat maps, and scroll maps to scope CRO tasks
- Served as stand-in project-manager for teammates (writer, developer, UI designer)
- Sought out, vetted, and managed agency partnerships (analytics, app developers)

Apprentice UX Designer, Bloc

Remote // July 2015–September 2016

- Developed wireframes, prototypes, and mockups to improve product and website
- Turned mockups into coded demos using HTML 5, CSS 3, and basic jQuery
- Executed user-research surveys and interviews to develop customer personas
- Produced user stories and user flows based on original personas
- Wrote, conducted, and analyzed moderated usability tests
- Created original branding elements: product name, logo, typography, color scheme
- Rebranded existing product identities

Copywriter & Social Media Manager, Living Water International

Stafford, TX & Remote // August 2012–March 2016

- Wrote fundraising landing pages, direct-response mail and email campaigns
- Coordinated, wrote, and published online news announcements and field stories
- Developed social media posts and social-engagement reports
- Developed event story arc and script elements for annual gala
- Wrote voice-over scripts and storyboards for marketing videos

Social Media & Internet Advertising Lead, ELS Educational Services

Princeton, NJ // January 2011–July 2012

- Developed social-media strategy, editorial calendars, content, and ad campaigns
 - Designed and wrote campaign landing pages with corresponding online ads
 - Developed the strategy for student-focused email campaigns and wrote the content
 - Wrote student-focused video scripts and coordinated video shoots across campuses
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SKILLS

- Draw.io, Sketch, InVision
 - UserTesting.com, Usability Hub, Google Forms
 - Photoshop, Illustrator, InDesign
 - HTML, CSS, basic jQuery, Github
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EDUCATION

Louisiana Tech University

September 2006–December 2010

BFA Graphic Design, BA Journalism