MEGAN HUSTON

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SENIOR UX DESIGNER

**Leading innovative product UX/UI design for complex, business-critical projects**

Versatile, creative designer with proven expertise in strategic UX/UI and graphic design for Fortune 500 companies

Known for work on high-performance teams, taking large-scale projects from concept to implementation

Driving revenue growth by developing customer-centric UI/UX for a premier product experience

CORE EXPERTISE

UX Leadership/Strategy | Project Leadership | Interaction/Interface Design | Information Architecture | Wireframing

Design Thinking | Prototyping | Visual Design | Design Systems | UX Research | Competitive Analysis | User Empathy

Journey Map/User Flows | Analytics Tools | Agile Development | Graphics Communication | Human Factors

**UX/UI DESIGN TOOLS:** Figma | Axure RP | Adobe Suite | Lucid | InVision | Mural | Sketch | Visio

**RESEARCH:** RITE| KRUG | A/B | Baseline | Heuristic Evaluation | Card Sort AT | Eye-Tracking | Expectancy

**DEVELOPMENT METHODOLOGIES:** SAFe Agile | Lean UX | Scrum | Kanban | Waterfall

CAREER ACHIEVEMENTS

**REVENUE GROWTH:** Drove gains of **$200M+ in revenue** **and cost savings** with full redesign of 200+ feature flows, conversion to online channel, and creating on-brand digital design solutions. (AT&T)

**PROJECT LEADERSHIP**: Envisioned, established, and executed **complex digital projects** of **$500M+**. Created **strategic business solutions** with **executives, design partners, and developers**. (AT&T)

**UX DESIGN**: Generated **$100M+ in revenue** within 2.5 years by **co-designing/deploying First Responders digital ecosystem** with 25+ platforms/applications and 1M subscribers. (AT&T)

**STRATEGIC DESIGN:** Strategized/Designed **innovative healthcare staffing marketplace** with **cloud-based platform** to connect hospitals/health systems with local healthcare professionals on demand. (CareRev)

**ART DIRECTION:** Generated **150 different engaging and rich visual themes** for **millions of users** on **Windows Live spaces**. Art directed **3 U.S. and international vendors**. (Microsoft)

PROFESSIONAL EXPERIENCE

**THERMO FISHER SCIENTIFIC** | **SENIOR USER EXPERIENCE DESIGNER Remote** | **07/2023 – Present**

Leads UX design in contract position with $42.86B *Fortune 100* company, world leader in serving science. Worked with $390M Transplant Diagnostics Division (TDX). Developed and enhanced transplant diagnostic tools. Solved complex problems, devised innovative solutions, and exceeded project strategy for unique customer needs.

* Leading **full redesign of Paired Kidney Exchange tool** used to **create donation chains. Saved lives** by redesigning specialized tool to **match incompatible patient/donor pairs with newly identified compatible matches.**

**CAREREV** | **SENIOR PRODUCT DESIGNER Remote (affected by RIF)** | **6/2021 – 2/2023**

Led product design for privately-owned technology company with innovative cloud-based healthcare staffing marketplace platform. Collaborated on design systems. Led user research studies to validate/influence mobile and desktop product strategy, balancing foundational and evaluation research. Built customer engagement, market research, competitive analysis, and internal/external feedback loop. Managed and mentored junior designers.

* **Cut median time 60%** to task by **improving onboarding process**. **Lifted** **revenue ~$57K** in **first month**.
* **Reduced operations cost 70% and customer care cost 40%** by designing automated/self-service products. Created **classroom management system** to simplify/fast-track **self- service scheduling** **system** for facilities.
* Led **in-depth heuristic evaluation** **of entire SaaS cloud-based product** to align future product strategy/KPIs.

**CITY NATIONAL BANK** | **SENIOR UX DESIGN LEAD Remote** | **11/2020 – 6/2021**

Led UX design in contract position for Fortune 500 bank with $91.5B in assets. Designed web applications for bank employees. Solved complex problems and devised solutions for unique needs of enterprise banking cloud apps.

* Led **full redesign of enterprise banking cloud app** used to **search/monitor millions of wire transactions** used by Financial Intelligence-Compliance, Funds Transfer, Fraud and Treasury **investigative teams**.

**AT&T** |*Promoted through positions of increasing oversight for $120.74B telecom company* **Remote** | **1/2010 – 6/2020**

**UX DESIGN LEAD & EXPERIENCE STRATEGIST**

Led UX design and experience across $500M+ in complex digital projects. Worked closely with diverse group of stakeholders (executives, design partners, developers) to create solutions for strategic business goals. Mentored 30 UX design, business, and technology staff through training, best practices, and feedback. (1/2017 – 6/2020)

* **Lowered software costs 67%** per year by **redesigning UX research offerings. Lowered** **turnaround time and cost structures 50%**. Decreased visual design comps and redlines 80% and **standardized toolsets.**
* **Evolved B2B digital experience design**, enhancing quality. **Elevated UX design to data-driven strategic focus** by strategically partnering with product and business teams to define digital product strategies.
* **Reduced wasted work 60%** and generated **30% in UX cost savings** by **reducing design cycle time 40%.** Collaboratively developed processes, procedures, and strategies to **improve team productivity**.

**USER EXPERIENCE DESIGN LEAD**

Led user experience design across dashboard and feature flows to enhance customer experience. (1/2014 – 1/2017)

* **Raised customer satisfaction scores 30%** by leading **full data-driven redesign** and multiple rounds of **usability testing** in **under 20 weeks** of Premier Online Care dashboard and several feature flows.
* **Exponentially expanded revenue**, **saved** **$17K/month,** and **drove B2B wireless digital reach 20%**.
* Designed **innovative self-registration functionality**. Achieved **$89K savings**, **11K registrations** in **3 months**. Saved **$63K monthly** with **~28% automation increase**. Expanded UX from 5 staff to **full-service remote team**.

**INFORMATION ARCHITECT**

Managed multimillion-dollar portfolio of key products. Created digital design solutions across devices and platforms. Redesigned hundreds of feature flows. Managed conversion to online channel. (1/2010 – 1/2014)

* Managed **$250M+** product portfolio. Created **23% digital lift** for device IMEI/SIM changes, totaling **$50K monthly savings**, with **full redesign of 200+ feature flows** and **conversion to online channel**.

* **Increased sales** **15%** forB2B product and serviceby **analyzing user interface problems** and **creating on-brand digital design solutions**. Achieved **70% decrease** in latency and **60% increase** in task accomplishment.

**CLASSMATES.COM** | **ART DIRECTOR Seattle, WA** | **11/2005 – 12/2009**

Led art direction for $30M social networking service. Created concepts/designs across multiple platforms, including user interface design, online advertising, direct response marketing, and sales promotions. Trained/led staff.

* Increased membership conversion **20%** by **leading strategy, design, and execution of feature products**. Concurrently developed 10 designers to create **high-quality digital products within scope and budget.**
* Grew paid subscriptions **20% year over year** working collaboratively with **Agile development environment**.

**MICROSOFT** | **PRODUCT DESIGNER & ART DIRECTOR Redmond, WA** | **7/2004 – 11/2005**

Created product design and provided art direction for $198B technology corporation.

* Created **visual and interactive design** for **MSN mobile messenger, Hotmail,** and **Windows Live Spaces**. Played pivotal role in **online virtual audio and video meetings solution** for **Live Meeting 7**.

EDUCATION & CERTIFICATIONS

**San Diego State University Graphic Design Studies**

**University of California San Diego** **Certification, Graphics Communication**

**Palomar College Certification, Graphics Communication**

**Figma Masterclass** (The Designership) **Agile Certified Product Manager & Product Owner** (280 Group)

**Service Innovation Design** (Shelly Evenson) **Science & Art of Effective Web Design** (Human Factors International)

**Fine Arts Certification** (Academy of Realist Art) **Fine Arts Mentoring Program** (Illona Rittler School of Fine Arts)