

K. Meyer

I am a user experience designer who builds meaningful paths through complex information using lean startup methodologies .

km | 3oj.github.io

Experience

The Globe and Mail | January 2016 to Present

User Experience Designer

- Collaborate with an interdisciplinary team of designers on end-to-end implementation of qualitative and quantitative user research
- Analyze user data and make recommendations to meet business needs
- Led design of new product, The Globe and Mail News Photo Archive
- Integrated data science, including AI tools, into other teams
- tgam.ca/yoursecrethistory

Crowdbabble | September 2015 to January 2016

Senior User Experience Designer

- Conducted user research and compiled data to redesign SAAS analytics; built front-end of new products with HTML, SCSS, and Javascript
- Doubled conversion rate with design changes to purchase funnel
- appdirectoryhootsuite.com/250/crowdbabble

OCAD University, Kanata Research Project | October 2013 to 2015

User Experience Designer

- Crafted information architecture and user experience design melding Indigenous principles of organization with web best practices

Bell Media | October 2012 to 2013

Online Content Associate

- Collaborated with a team of developers, editors, and writers to launch The Loop, overcoming technical challenges under tight deadlines
- Drove design with analytics that pinpointed specific demographics
- theloop.ca

Sunnybrook Health Sciences Centre | May 2011 to 2012

Web Communications Specialist

- Developed social media and web strategies to improve the hospital experience for patients and visitors, making care more navigable
- Designed user experience for global initiative Sunnybrook International
- sunnybrook.ca/international

Random House, Sullivan Entertainment | Summers 2006 to 2010

Intern

- Researched audience trends for project development
- Conducted research for feature documentary Mozart Decoded

Training

MFA Digital Futures

OCAD University

2013 to 2015

- Collaborated with peers to tackle complex user experience design, strategic foresighting, and brand design projects
- Studied human-computer interaction, human-centric design
- With federal grant, studied the reading habits of 30 digital natives and designed social reading app based on findings
- Won Best Written Thesis
- Dean's Scholarship

MA English and Film Studies, 1st

University of St. Andrews

2006 to 2010

- Led team of reporters on student newspaper
- Full Ernest Ransome scholarship

Year Abroad, 3.8 GPA

University of California, Berkeley

2008 to 2009

- News reporter at Daily Californian; reprinted in Politico

Independent Projects

Reinventing Dell

May 2015 to September 2015

- Designed print and e-editions of nonfiction innovation book

Arduino Disco

October 3, 2013

- Created interactive storytelling exhibit with peers