

Nice to meet you.

I'm Katie Meyer, a writer and user experience designer based in Toronto. I design meaningful paths through complex information.

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CV

With 10 years of experience in different industries, I've developed a research-based, iterative design practice.

Senior User Experience Consultant | June 2018 to present

Collaborate with diverse teams at incumbent institutions on experiences that can compete with challenger banks and insurers

Research

Organize research processes in the inception phase of new projects
Implement KPIs and measuring after product releases
Plug internal user data and competitor research into design processes
Lead design workshops and progress meetings with stakeholders, aligning the whole team to user needs

Design

Design and iterated agile processes to foster innovation and shorter, more frequent releases
Create strategies and develop product roadmaps to reach different target markets
Work with a diverse set of stakeholders to design web and mobile experiences that deliver on KPIs
Mentor junior designers and oversee delivery of design assets

User Experience Designer | January 17 to June 2018

Lead designer on News Photo Archive

Research

Design and learn from minimum viable products, rapid prototyping to quickly test and learn from ideas that grew out of research
Track progress of new designs in Omniture and internal analytics tools, trained team on tools
Managed weekly reader interview sessions to collect their feedback and find new problems to solve
Integrated data science, including AI tools, into other teams

Design

Designed and launched News Photo Archive, a subscribers-only showcase of more than 10,000 archived photos, photo backs, and captions; surpassed page view per visitor and engagement goals
Collaborated with an interdisciplinary team of designers on end-to-end implementation of qualitative and quantitative user research
Help build and execute tests to interface based on data analysis to drive KPIs
Won internal innovation competition twice

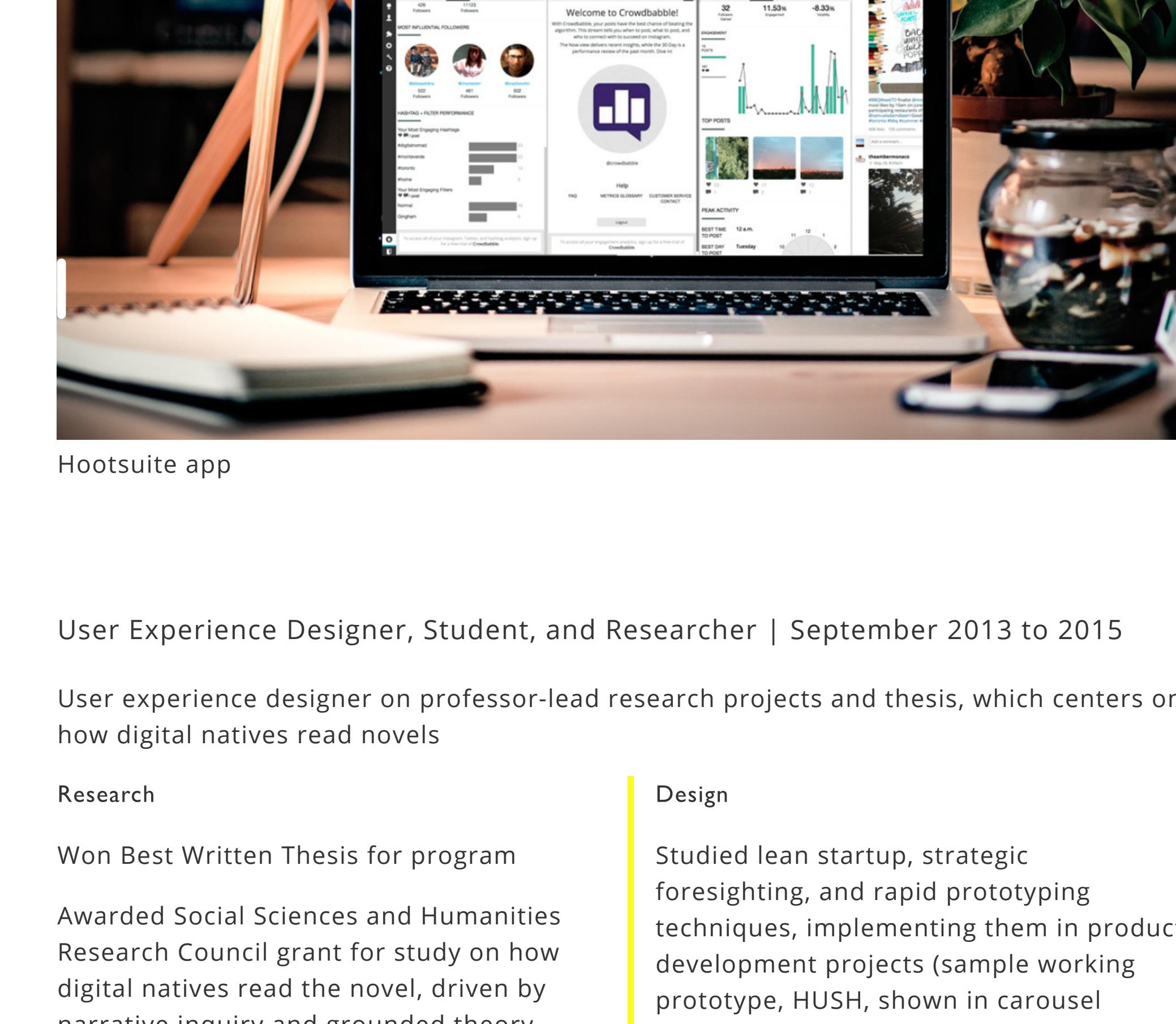


Photo archive timeline feature

Senior User Experience Designer | September 2015 to January 2017

Lead designer, responsible for user experience across products

Research

Implemented new analytics tools, studied funnel, and used findings to double conversion rate from anonymous visitor to trial sign up; created regular research process to pinpoint user stumbling blocks and clear them with the whole team
After studying user interests, created new Crowdable content strategy; increased blog traffic from 12,209 in 2013-14 to 188,365 (Medium) and 43,984 (blog) in 2015-16; 19x increase
Tested and learned from copy changes to boost conversion using Optimizely
Refined SEO and marketing strategy, ranking on first page of Google for critical keywords like "trump clinton social media"
Designed new brand identity based on user demographics and interests uncovered through research, including verbal design overhaul

Design

Redesigned main Crowdable web app based on in-depth user research, built HTML and CSS
Designed UX, UI, and did front end development for hashtag analytics web app, working closely with team of developers
Designed UX, UI, and did front end development for Hootsuite app for Instagram analytics, collaborating with team of developers throughout
Developed style guide and new brand identity for planned overhaul of Crowdable front end, all channels
Launched new onboarding flow and messaging using Intercom to improve customer retention, emphasizing triggers to conversion discovered in research
Created new user research and competitive analysis processes to serve design work, implementing new analytics tools on the site



The projection data visualization is live, and we coded it using Processing.

Online Content Associate | September 2012 to July 2013

Designed layouts for overhaul of sympatico.ca, transition to loop.ca

Writing

Studied search trends and content analytics to inform assignments
Introduced new tools and platforms to content team, like Storify

Design

Designed layouts for Living, Travel, and Showbiz sections that integrated multiple products
Incorporated feedback submission process for users
Worked with a team to launch the site under tight deadlines and technical constraints

Web Communications Specialist | May 2011 to May 2012

Responsible for maintaining, updating Sunnybrook Research Institute website and contributing to social media strategy

Research

Collected business requirements from internal stakeholders and learnings from public relations team; wrote content for Sunnybrook social media channels

Design

Brought offline data online for patients, including breast cancer resources
Interviewed patients, doctors, and reviewed analytics to design better user journeys on the site; focused on wayfinding and navigation through deluge of resources

Ward Clerk | Part Time June 2005 to May 2011

To support overabundance of unpaid internships, worked as a secretary on hectic palliative and intensive care units

Responsibilities

Nursing payroll and scheduling

Design

Interest in organizational efficiency and elegant system design ignited

Transportation for patient appointments and events

All patient charts and files

Patient admissions, discharges, and transfers

Intern | Summers 2005 to 2011

Developed experience in filmmaking and project development

Research

Completed background research for feature documentary, Mozart Decoded

Project Development

Analyzed social media trends and industry data to build cases for projects

Analyzed audience trends and past sales to assess slush pile

Helped manage workflow for early stages of film projects, including grant applications and sourcing raw material

Reporter and Editor | 2006 to 2010

News reporter, arts reporter, and section editor

Research and Reporting

Arts reporting: First person accredited to major film festival for both papers, covering Cannes, Sundance, and London Film Festivals

Design

Started as a production assistant on student newspaper, editing and finalizing layout

News reporter: 26 front page stories on a variety of beats: crime, the recession, and the election

As section editor, redesigned layouts and style guide to modernize print edition

Won Story of the Week for linking defunding of UC research labs to Obama's plans to reduce nuclear arsenal

Managed production workflow, assigning and editing stories, then designing layouts for print and online

Stories picked up on Huffington Post and Politico

Managed stable of writers, organized training program, sent 6 to international film festivals

Increased traffic to YouTube channel 4x

Launched blog for The Saint when the paper did not have a website