Katie Meyer

I'm a design manager with more than 10 years of experience designing innovative solutions and fostering agile teams. I have a track record of evidence-based design that uncovers new opportunities, increases engagement, and reduces churn.

Contact

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Experience

Design Manager, United Nations Office for Disaster Risk Reduction — 2021 to present
At the UN, I oversee the design and launch of new digital platforms—managing stakeholders, vendors, developers, and designers. Working with diverse teams to solve problems, I've also implemented new feedback loops to continually improving our design process.

- Collaborate with stakeholders from around the world, with a focus on gender and disability in risk reduction as well as small island developing states

- Support the digitization of disaster risk reduction programs to drive adoption and engagement, supporting the UNDRR's strategic framework and the UN data strategy

- Manage the design and launch of the new content-sharing sites for Making Cities Resilient 2030, Global Platform 2022, International Recovery Platform, and more

- Help lead an evidence-based, user-centric culture change with a new agile design process and workshops for program leads and communications team members

Senior Consultant, Capco — June 2018 to March 2021
At Capco, I collaborated with diverse teams at incumbent institutions on new user experiences to compete with challenger banks and insurers.

- Oversaw and mentored junior designers, developing design onboarding process and documentation; selected and interviewed candidates

- Built strategies and developed product roadmaps to reach different target markets

- Worked with a diverse set of stakeholders to design flexible, scalable web and mobile experiences that delivered on KPIs while reducing build times

- Through competitive analysis and UX research, identified the intersection of business needs, customer needs, and technical opportunities

User Experience Designer, The Globe and Mail — January 2017 to June 2018
Lead designer on News Photo Archive hired on as a consultant for six months, then brought on full-time to lead new data-driven design initiatives with a focus news.

- Collaborated with an interdisciplinary team of designers on end-to-end implementation of qualitative and quantitative user research to support shift to new CMS

- Developed and tested two new product lines, working with stakeholders from across the organization, including the newsroom, copy editors, data visualization specialists, graphic designers, subscriptions and advertising teams

- Managed research and usability testing, with weekly reader interview sessions

- Deployed rapid prototyping techniques to A/B test new ideas to meet OKRs

- Helped spearhead personalization initiative, working closely with data science and homepage programming teams

Senior User Experience Designer, Crowdbabble — 2015 to 2017
Lead designer, responsible for user experience across products. Collaborated closely with sales and developer teams to improve the core product and launch two new applications.

- Implemented new analytics tools, studied funnel, and used findings to double conversion rate for trial sign ups; developed structured research process to pinpoint user stumbling blocks and clear them with the whole team

- After studying user interests, created new Crowdbabble content strategy; increased blog traffic from 12,209 to 188,365 (Medium) and 43,984 (blog)

- Launched new onboarding flow and messaging using Intercom to improve customer retention, emphasizing triggers to conversion discovered in research

Volunteering

In Bangkok, I volunteer with the Bangkok Community Help Foundation. When I'm in Toronto I volunteer with the Liaison of Independent Filmmakers and The Green Party.

Certifications

Professional Agile Leadership - Evidence-Based Management, scrum.org (2021)
ITIL4 Foundations, Axelos and PeopleCert (2021)

Awards

Kickstart Innovation Competition winner, The Globe and Mail (2018)
Canada Council for the Arts grant (2018)
Best Written Thesis, OCAD U (2015)
Social Sciences and Humanities Council Research grant for thesis (2015)

Education

MFA Digital Futures, OCAD University (2015)
- Studied emerging technologies, lean startup methodologies, and human-computer interaction, focusing on the reading habits of digital natives

- Dean's Scholarship and research assistantships in Mobile Lab

MA English and Film Studies, University of St. Andrews (2010)
- Studied literature and new media; arts reporter and section editor on student newspapers

- Ernest L. Ransome Scholarship, covering all expenses

Learn more

linkedin.com/in/katielmeyer