

# 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

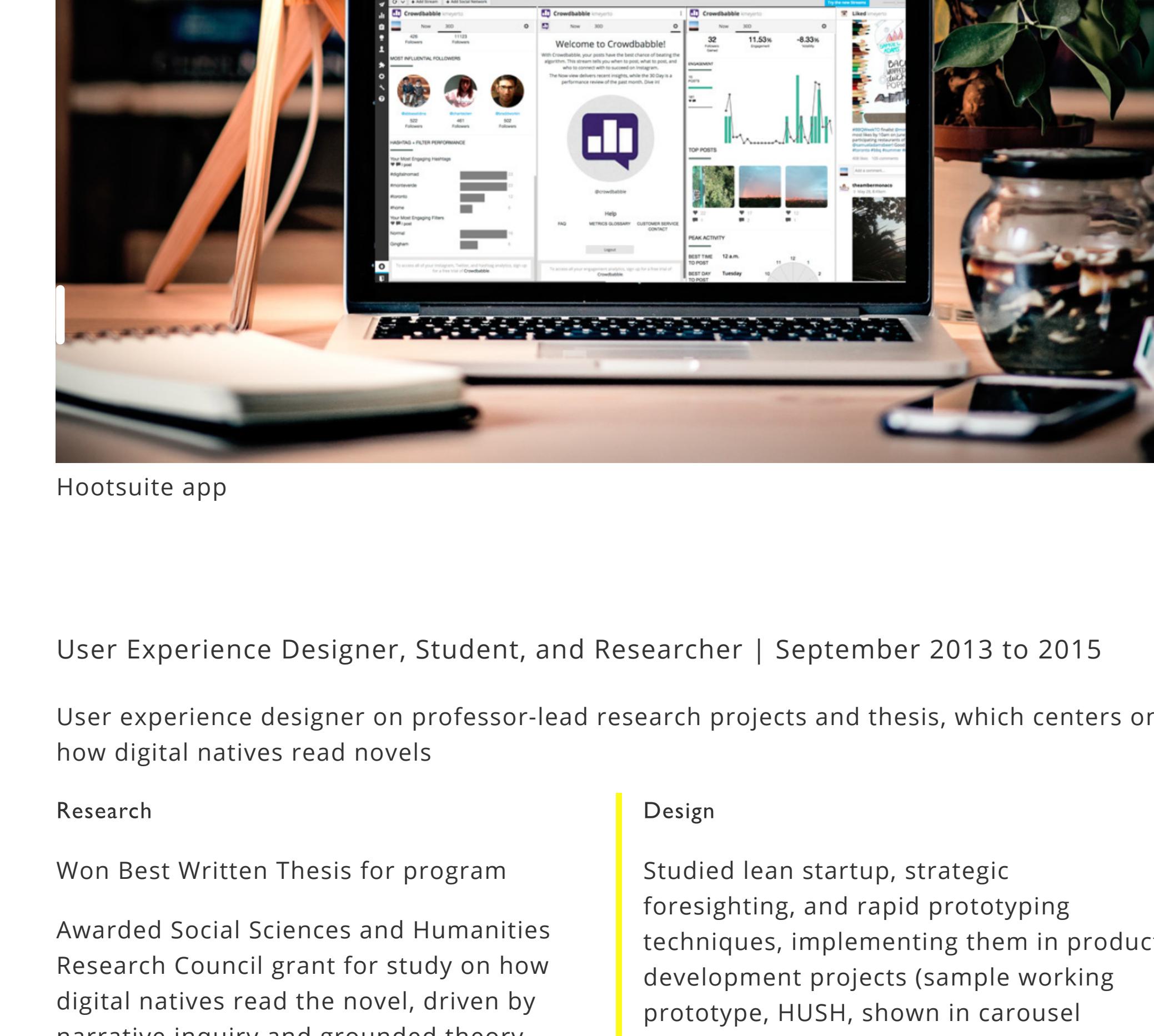
Lead designer on News Photo Archive

### 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



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  
Developed (and wrote content for) new themes that incorporated all Bell Media channels

### 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  
Transportation for patient appointments and events  
All patient charts and files  
Patient admissions, discharges, and transfers

### Design

Interest in organizational efficiency and elegant system design ignited

Intern | Summers 2005 to 2011

Developed experience in filmmaking and project development

### Research

Completed background research for feature documentary, Mozart Decoded  
Analyzed audience trends and past sales to assess slush pile

### Project Development

Analyzed social media trends and industry data to build cases for projects  
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  
News reporter: 26 front page stories on a variety of beats: crime, the recession, and the election

### Design

Started as a production assistant on student newspaper, editing and finalizing layout  
As section editor, redesigned layouts and style guide to modernize print edition  
Managed production workflow, assigning and editing stories, then designing layouts for print and online

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

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

Stories picked up on Huffington Post and Politico

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

Increased traffic to YouTube channel 4x