



MEGAN LE

UX Designer

PROJECTS

MoneyMerge, Mobile App

CareerFoundry Case Study | Nov 2022 – April 2023 | [View project](#)

Designed a financial app that enables users to centralize their financial accounts and streamline transactions. Conducted comprehensive competitive analyses, user interviews, surveys, usability tests, and preference tests utilizing tools such as Figma, Adobe Fresco, Miro, Google Forms, Optimal Workshop, and UserCrowd.

Feeding America Redesign

CareerFoundry Case Study | April 2023

Redesigned Feeding America's homepage to enhance the user experience and address a business need. Evaluated website accessibility and proposed effective solutions. Improved publicizing efforts by considering the needs and goals of user personas.

Lingux, Mobile App

CareerFoundry Case Study | Sept 2022 – Oct 2022

Created a vocabulary app that empowers users to create decks, engage in study sessions, and collaborate with classmates. Conducted thorough competitive analyses, user interviews, and usability tests using Adobe XD, Adobe Fresco, and Marvel.

EXPERIENCE

Graphic Designer

The National Credit Union Foundation (Contract) | Oct 2021 – Present


- Collaborate with directors and managers across the organization to retain creative counsel, ensuring consistency and quality in design initiatives.
- Develop the brand's creative system by designing case studies and reports.
- Produce a comprehensive suite of social media banners, posts, and templates, resulting in a 6% engagement rate and a net audience growth of 9.8% over the previous 6 months.
- Overhaul the creative elements for conferences, delivering impactful event signage and engaging social graphics.


Graphic Designer

CUNA Mutual Group (Creative Circle) | Oct 2020 – Dec 2022

- Acted as the primary designer for all enterprise content, assisted with the creative efforts for a multi-billion, international rebrand, ensuring consistency and quality across various platforms.
- Produced engaging conference materials, ads, web banners, and environmental graphics, leading to a significant 24% increase in registration.
- Created compelling designs, concepts, and layouts for the Annual Report, effectively communicating key information to stakeholders.
- Took charge of producing a monthly financial newsletter written by the Chief Economist, combining design expertise with financial knowledge.
- Developed visually appealing social media graphics, contributing to a strong online presence and audience engagement.

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 Dubuque, IA | Open to remote roles

TOOLS

Figma
Adobe XD
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Miro
Marvel
Optimal Workshop
UserCrowd
Google Workspace

SKILLS

Competitive Analysis
User Research
User Personas
Journey Maps
Task Analyses and User Flows
Information Architecture
Wireframing and Prototyping
Branding and Design Systems
Usability Testing
HTML/CSS/JavaScript

EDUCATION

UX Design Certificate

CareerFoundry | Sept 2022 – Present
Frontend Development Specialization

B.A. Graphic Design and Photography

Bradley University | 2016 – 2020
Minor in Social Media Marketing
Global Scholars Program
Summa Cum Laude