

MEREDITH MAINES

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12018 Mulholland Drive
Meadows Place, TX 77477

SKILLS

- Flowcharts: Draw.io, Lucidchart
- Wireframes: Balsamiq, Sketch
- Prototypes: InVision
- Adobe CC: Photoshop, Lightroom, Illustrator, InDesign
- HTML, CSS, jQuery
- Github
- Focused, contemplative team player
- AP-Style and grammar aficionado
- Fledgling coffee connoisseur
- Aspiring bluegrass banjoist
- NPR enthusiast

EDUCATION

UX Design Apprenticeship //
Bloc.io, 2015–present
(expected completion: May 2016)

BFA Communication Design //
BA Journalism //
Louisiana Tech University, 2010

HONORS

- Collegiate Journalist of the Year, 2nd place, Southeastern Journalism Conference, Feb. 2010
- Student collateral division, Gold ADDY Award, American Advertising Federation–Shreveport Bossier, 2010
- Magazine page layout on-site competition, 2nd place, Southeastern Journalism Conference, Feb. 2009
- Student multimedia division, Bronze Addy Award, American Advertising Federation–Shreveport Bossier, 2009

EXPERIENCE

Chemyx, Inc. / UX Designer, April 2016–present

help to project-manage a CRO team consisting of a writer, developer, and graphic designer; analyze session replays, heat maps, scroll maps to determine scope of next CRO cycle; dig into Google Analytics to inform customer personas; develop site maps and wireframes to support CRO inferences; manage relationship with exterior analytics agency to get actionable data; write, launch, and evaluate un-moderated, recorded usability tests

Bloc / Apprentice UX Designer, July 2015–September 2016

executed user research surveys and interviews, then analyzed results; produced user stories and user flows based on original personas; conceptualized product improvements and refined them from wireframes to prototypes and mock ups, then built with HTML 5 and CSS 3; created branding elements from scratch for some projects, and on others rebranded product identities, including: name, logo, typography, color scheme

Living Water International / Copywriter & Social Media Manager, Aug. 2012–April 2016

write direct-response fundraising campaigns for print and email; write landing page content for fundraising campaigns; coordinate, write, and publish news announcements and field stories online; develop social media content, customer service responses, and social-engagement reports; work closely with marketing director to develop story arc and script elements for annual gala; write voice-over scripts for marketing videos

ELS Educational Services / Social Media & Internet Advertising Lead, Jan. '11–July '12

developed social media strategy and content and provided guidance to prospective international students; wrote copy and designed campaign landing pages with corresponding online ads; coordinated messaging with global teams and posted to corporate blog; developed copy for student-focused email campaigns; coordinated video shoots; wrote video scripts and student testimonial prompts; designed Powerpoint presentations for executive team; published e-brochures

ELS Language Centers–Ruston / International Student Advisor, Dec. 2009–Jan. 2011
processed applications to campus graduate school; issued international students' legal documents; assisted planning and supervising student activities

Inc. Magazine / Editorial Intern, Contributor, June–August 2009

wrote "Behind the Scenes" monthly feature; fact-checked articles; produced daily blog content; maintained Twitter feed

Seventeen.com, Seventeen Magazine / Summer Web Intern, June–Aug. 2008

generated blog content; conducted celebrity interviews; optimized site's meta titles for SEO; redesigned visual assets and presence on MySpace, Facebook

REFERENCES

Chris Courtney / chris@bloc.io / Lead UX Design Mentor, Bloc

Paul Darilek / pauldarilek@gmail.com / 210.842.8034
Senior Director, Communications (former), Living Water International

Simon Heathcote / Simon.Heathcote@nyc.rr.com / 347.920.0475
Director of Digital Marketing (former), ELS Educational Services