

# MEREDITH MAINES

meredithmaines@gmail.com  
318.773.9403

354 Gloria Avenue  
Shreveport, LA 71105  
(relocating to Texas)

## 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

*Bloc / Apprentice UX Designer*, July 2015–present

execute user research surveys and interviews, then analyze results; produce user stories and flows based on original personas; ideate product improvements and refine them from wireframes to prototypes and mock ups, then build with HTML 5 and CSS 3; rebrand product identities: name, logo, typography, color scheme

*Living Water International / Copywriter & Social Media Manager*, Aug. 2012–present

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. 2011–July 2012

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 Magazine, Integrated Marketing Department / Freelance*, Oct. 2008–May 2010  
maintained MySpace and Facebook presences, with a focus on event promotion

*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 and Facebook

*The Tech Talk, LA Tech Newspaper / Web Editor, Editor-in-Chief, Associate Editor, News Editor, Reporter*, Fall 2007–Fall 2010

wrote articles and published on website; managed entire staff; designed page layouts

*Lagniappe, LA Tech Yearbook / Section Editor, Staff Writer*, Fall 2006–Winter 2010

managed staff writers and photo requests; assigned and wrote stories covering academics and student life on campus; designed page layouts

## REFERENCES

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

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

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