

Rusty Meadows

**Ecommerce Product Strategy
& Experience Design**

LA + NY

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Experience

Over the past 10 years, I've concepted, pitched, implemented, and managed many full-stack ecommerce software applications and dozens of front-end experiences.

I thrive at solving people's problems using strategy and technology. I distill complaints or pain-points into actionable products/features/systems that delightfully answer those needs. I use research, data, and model thinking to ensure the path forward is the most likely to succeed. I write clearly and sketch regularly to best communicate with my clients and teams.

Clients

Areaware

Roman & Williams GUILD

Headley & Bennett

Oh Happy Day

Tattly

Sugar Paper

Chasing Paper

Bing Bang NYC

The Standard

Down to Shop

Lumi

Shopify

Process

1. Clear goals + constraints identification
2. Experience + design inspiration review
3. Whiteboard + wireframe experience solutions
4. Finalize wireframes
5. UI/Visual Design
6. Development
7. Q/A

Roman & Williams Guild

→ rwguild.com

I worked in-house at Roman & Williams Guild to lead all technology and ecommerce initiatives at the company. I led ecommerce ideation, inspiration, and strategy & distilled months of research and planning into wireframes that drove design and development of our omni-channel ecommerce experience.

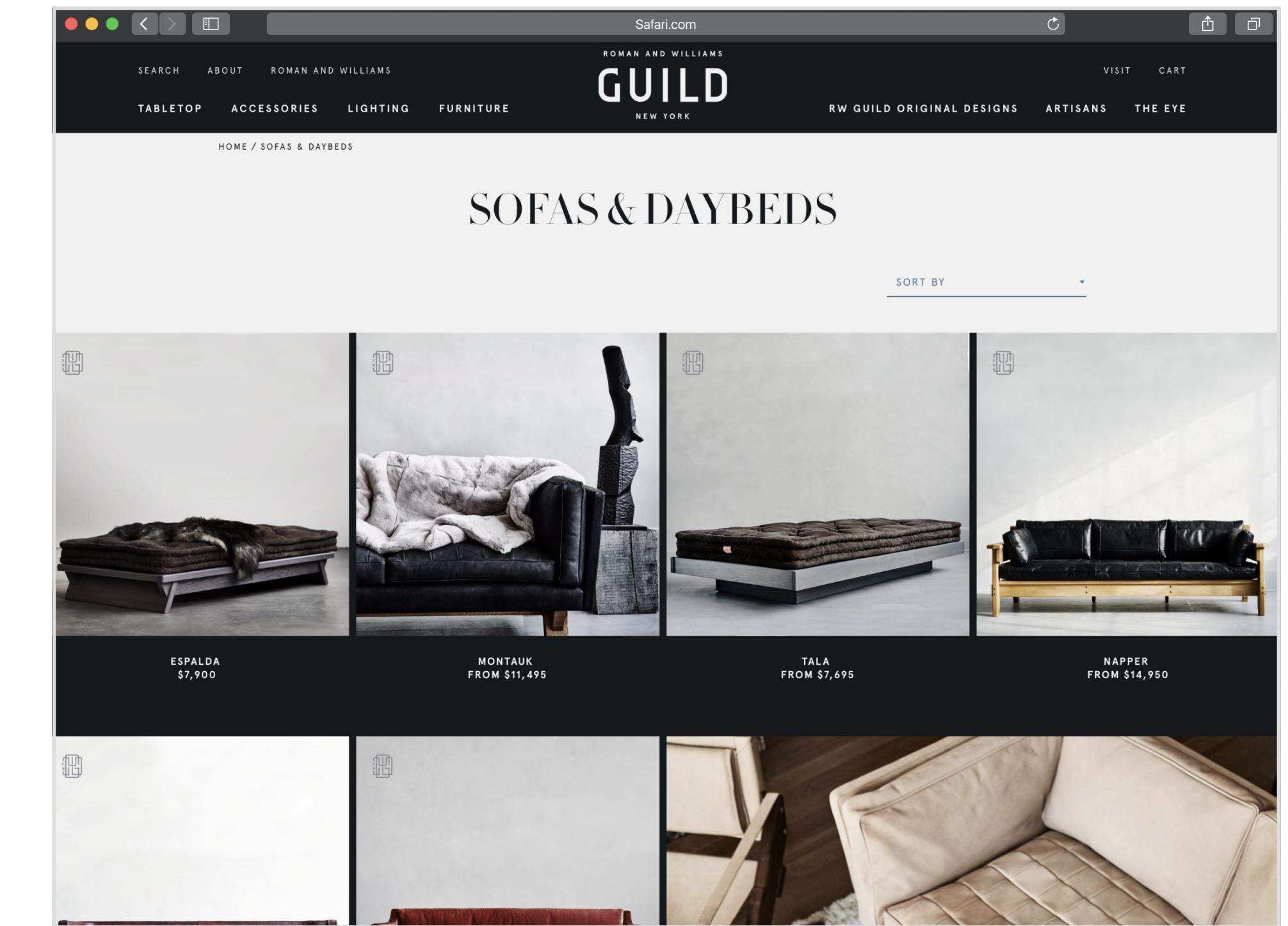
Highlights

Omni-channel ecommerce experience tied with in-store

Content + commerce, integrated blog

Multi-brand experience including main Guild brand, La Mercerie Cafe, and Emily Thompson Flowers

Wide product type range, featuring products from \$40 to \$40k



Oh Happy Day Party Shop

→ shop.ohhappyday.com

I worked with Oh Happy Day to plan and build their ecommerce shop. I ideated and wireframed the entire shop featuring unique experiences like shop by color/arrange by hue, large variant sets, and a highly merchandisable homepage.

Highlights

Shop by Color,
assortment of product

Flexible,
editorial homepage

Products with
large variant groups

The screenshots demonstrate the shop's unique features. The homepage uses a vibrant, confetti-filled background to create a festive atmosphere. The product page for the '3' BALLOON' shows a large, clear image of a red balloon, followed by smaller images of three balloons in different colors (red, pink, orange). The product details include a brief description: 'Go Big or Go Home! This Giant Balloon is Perfect for Making a Big Statement!' Below this are sections for 'ITEM DETAILS' (Natural latex, Round, 36") and 'COLOR OPTIONS' (a grid of color swatches). A 'QUANTITY' selector shows '1' with '25 AVAILABLE' below it, and a prominent yellow 'ADD TO CART' button at the bottom.

Areaware

demo → rustyameadow.com/areaware

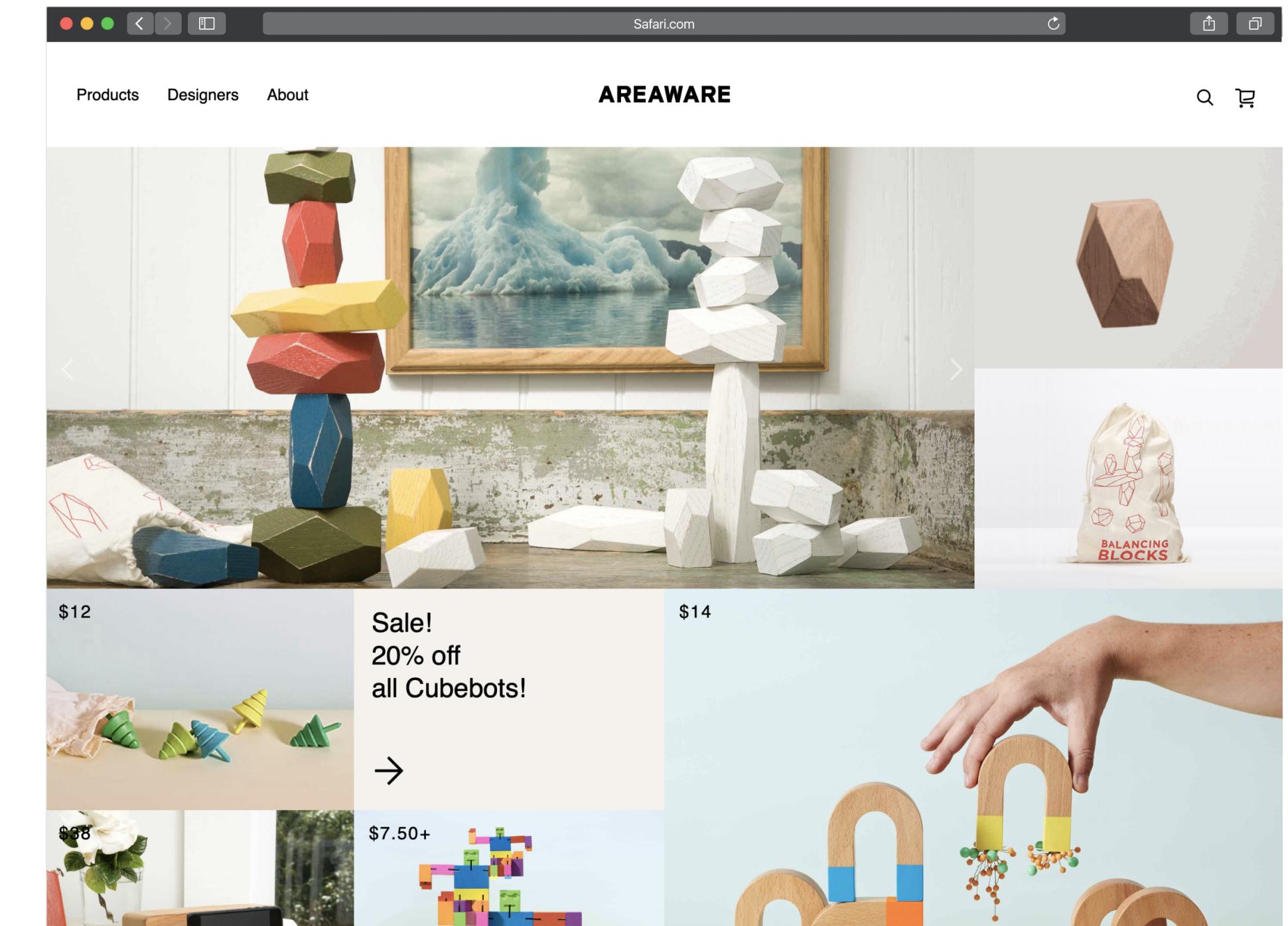
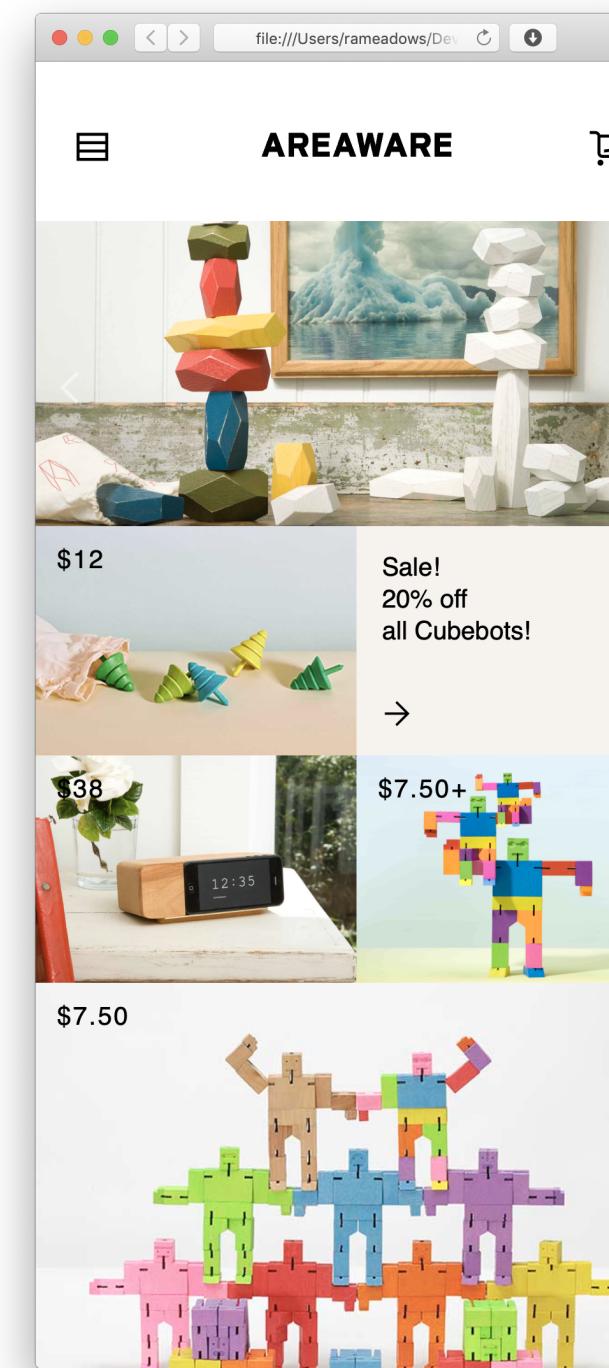
I worked with Areaware to concept our a new, more playful ecommerce experience. We aimed to highlight the company's lifestyle photography while giving the site operators more flexibility for merchandising and promotion. We also simplified and streamlined the company's navigation and product organization.

Highlights

Fun, image-heavy concept

Responsive-first, cohesive design

Integrated videos/GIFs as merchandising tool



BING BANG NYC

→ bingbangnyc.com

I worked with Big Bang NYC to implement drastically-new branding and fun experiences on their online store. The project included category specific collection pages, display and archive of lookbooks, and a homepage integrating social sources like tumblr & Instagram. I also developed a separate brand experience for their couture brand.

