

Megan McLaughlin

Experience Designer

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Experience

Willdan Group – UX/UI Designer

July 2022 – present

- Researched and wireframed an iPhone app for installation contractors that reduced the failure rate from 20% to less than 5%.
- Designed and shipped a web-based B2B document upload portal.
- Improved UI for React-based iPad apps with attention to WCAG guidelines for color contrast and readability, while working closely with the development team.
- Built support for design as a solo practitioner within the department, fostering good relationships throughout the team.

School of HONK – Mentor

June 2019 – present

- Taught the basics of playing trumpet at afterschool and summer programs for kids, plus weekly sessions for all ages.
- Cultivated a relaxed, fun atmosphere where mistakes are okay.
- Strategized with other leaders to refine the program in an environment of continuous improvement.

Blip Energy – UX/UI Designer, User Researcher

October 2021 – June 2022

- End to end design of consumer mobile app managing smart batteries.
- Conducted a generative user research study to understand how users think about power and therefore how the app should work.
- Advocated for accessibility and incorporated related improvements into company website as well as mobile app designs.

Out in Tech – User Researcher

March – November 2021

- Conducted an analysis of online event hosting platforms through interviews, surveys, and heuristic analyses; made recommendations.
- Wrote, edited, and presented a report on the platforms, plus tips for volunteer event organizers.
- Collaborated on a team of five, organized work and delegated tasks.

Bridge Family Center – UX/UI Designer

June – August 2021

- Consulted and provided an actionable plan to improve the website by reducing clutter and improving clarity and accessibility.
- Presented a proposed new site map, information architecture, and heuristic analysis, plus explained accessibility principles.

Skills

- Web & Mobile design
- Interactive prototyping
- User research
- Journey mapping
- Interaction design
- Information Architecture
- Object-Oriented UX
- Usability testing
- Wireframing
- Heuristic analysis
- Competitor analysis
- UI/Visual Design

Tools

- Figma
- Miro
- Whimsical
- Lyssna
- Google Suite
- MS Office
- Webflow
- Framer

Interests

- Digital accessibility
- Service design
- Employee experience
- Education
- Human psychology
- Brass bands
- Gardening

Experience (Continued)

Barnes & Noble Education – Supervisor

January 2019 – March 2020

- Retail store key-holder with responsibilities such as preparing bank deposits, receiving merchandise, and handling customer complaints.

Nanny (for Babies and Toddlers)

March 2015 – November 2018

- Built strong human-centered relationships and communication skills, while approaching challenges with a proactive, creative, positive mindset and managing multiple relationships and tasks simultaneously.

Clover Food Lab – Team Leader

September 2013 – Feb 2015

- Drafted an employee handbook and documented what worked and didn't work between multiple restaurant locations.
- Led breakfast shift.
- Redesigned the breakfast sandwich assembly process, propelling my restaurant location to have the lowest wait times in the company.

Barnes & Noble Education – Bookseller

May 2010 – September 2013

- Deeply studied customer service and employee experience in a high turnover environment.
- Honed customer-relationship-building skills.
- Designed endcap and table displays.
- Worked collaboratively with a diverse and ever-changing team.

City of Winooski, VT – Program Coordinator (AmeriCorps VISTA)

August 2007 – August 2009

- Designed a scheduling system to share space among 7 nonprofits in one community center.
- Completed grant applications.
- Coordinated signup and logistics for kids' summer and vacation programming through the Parks and Rec department, plus organizing senior programming and community potlucks.

Upward Bound – Tutor/Counselor

Summer 2006 & Summer 2007

- Teamed up with some passionate educators to create a college-like experience to welcome high school students preparing to be first in their families to finish college.
- Tutored Biology; Led writing elective.
- Supervised and mentored students during the live-in summer program.
- Collaborated with the team in a week-long process to develop the ever-evolving manual and core values of the program through consensus decision-making.

Education

User Experience Design

Certificate – CareerFoundry

April 2020 – February 2021

Permaculture Design

Certificate – Resilience Hub

December – May 2015

English & Writing

B.A. – Keene State College

January 2004 – May 2007