MEGHAN LOGAN
STAFF PRODUCT DESIGNER

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Staff Product Designer with 10+ years leading strategic, systems-level design for fintech and SaaS. Proven track record improving user adoption by 300%, reducing churn, and driving $3M+ revenue impact. Skilled in design systems, data-informed UX, and cross-functional leadership.

SKILLS

Design & Collaboration Tools: Figma · Lovable · ChatGPT · Design Systems (Tokens, Variables, Modes) · Responsive & Adaptive Design · Interaction Design · Information Architecture · Agile & Scrum Methodologies · Jira · Confluence · Miro · Slack · Remote & Distributed Team Collaboration · Salesforce · Webflow · API & Developer Tools UX

Product Strategy & Leadership: Roadmap Planning · Cross-Functional Leadership · Stakeholder Management · Team Mentorship & Development · DesignOps · Vision Setting · Strategic Alignment

User Research & Data Fluency: User Research · Usability Testing · Customer Journey Mapping · Data-Driven Design · Metrics & Analytics Interpretation · A/B Testing & Experimentation · Behavioral Science Principles

EXPERIENCE

STAFF PRODUCT DESIGNER

Thrivent Financial │ May 2024-Present │ Remote, CA

Design lead for advisor-facing experiences within Salesforce and Thrivent's financial planning platform, driving product vision and system scalability across multiple teams.

- Led Discovery team vision work (Jan–Apr), co-facilitating product/engineering/design onsite workshops, blueprinting, and narrative-building to create a unified 1–3 year vision; delivered a high-fidelity animated video aligning stakeholders across 4 teams and exciting VPs and C-suite executives.
- Strategically contributed two new components to the Midwest Design System, collaborating horizontally across product, engineering, and design teams to influence a company-wide system supporting scale. Created a reusable pitch artifact that streamlined future component proposals, securing rapid buy-in from design system owners.
- Led values initiative to streamline the advisor-client values process from 52 to 16 values, aligning with Thrivent's Financial Planning Framework and behavioral finance principles; drove migration from a costly third-party tool to an automated Salesforce solution, eliminating manual data entry.

STAFF PRODUCT DESIGNER

ApolloGraphQL │ November 2022-May 2024 │ Remote, CA

Design lead for onboarding, growth, and developer experience. Focused on product-led growth and systems that convert high-intent users to long-term customers.

- Led v1 onboarding survey strategy to capture early user data and uncover ICP graph use cases. Insights drove the release of our Spotify developer demo **(now 30% of onboards)** and informed tailored content across marketing and onboarding flows.
- Delivered V2 onboarding redesign that increased **enterprise trial sign-ups by 300%, raising weekly sign-ups from under 1% to 4%, now driving 50% of sales leads**.
- Led V3 onboarding iteration **reducing user drop-off by 45%** and **increasing engagement from 8% to 55%**, validating onboarding as a key strategic product investment.
- Expanded research opt-in user base from **zero to 1,000+ within three months**, enabling data-driven product improvements and informed decision-making.

Sr. PRODUCT DESIGNER

Lever │ March 2021-May 2022 │ Remote, CA

Led high-impact initiatives spanning platform architecture, compliance tooling, and growth.

- Spearheaded Lever's RBAC initiative, resulting in **$1.2M revenue and 75% adoption within 3 quarters**, **improving customer retention by 57%**.
- Developed a self-serve GDPR compliance portal, enabling users to manage data collection preferences and **driving $1–2M in retention revenue** during MVP.
- Co-led Talent Boards Marketplace, expanding integrations from **3 to 1000+ global job boards**.
- Defined and socialized company-wide personas derived from research insights, aligning product, design, and GTM teams on risks, needs, and opportunities with faster decision cycles.

SR. PRODUCT DESIGNER

Amplitude │ Jan 2020-March 2021 │ San Francisco, CA

Growth design lead focused on experimentation, adoption, and data-driven product loops.

- Launched "Anomalies and Forecasting" beta feature tested by **900 customer accounts**, achieving 17% active engagement through in-app prompts.
- Drove adoption of anomaly detection, **with 800+ of Amplitude's 2,400 paying customers** actively using the feature in workflows post-launch.
- Validated a new strategic pillar for Amplitude's analytics product line, enabling prioritization of real-time alerts and root cause analysis in roadmap planning.

SR. PRODUCT DESIGNER

RepairPal │ May 2019-Jan 2020 │ San Francisco, CA

Growth design lead focused on experimentation, adoption, and data-driven product loops.

- Redesigned RepairPal's core consumer-facing repair cost estimator to improve clarity and usability during car repair diagnosis, **driving a 27% increase in funnel completion**.
- Enhanced the post-estimate user experience and trust signals, resulting in a **31% increase in appointment conversions**.

Strengthened the connection between users and RepairPal's certified shop network, **generating a 62% increase in shop-qualified leads**.

PRODUCT DESIGNER

Cater2.me | October 2017-May 2019 | San Francisco, CA

DESIGN LEADERSHIP & IMPACT

- Authored The Product Designer's Interview Playbook, downloaded by 600K+ designers globally, demystifying the hiring process and elevating design careers.
- Mentored 150+ designers within 3 months, achieving top 1% ranking on ADPList; championed inclusive design initiatives across SUX, OutInTech, and UX Collective.
- Developed and presented the G.R.I.T. Framework for embracing & leveraging diverse strengths in tech, featured at 3 community events including the Design Leadership Summit (Toronto, 2025) with 150+ design leaders.
- Published 10+ evidence-based articles on inclusive product design in UX Collective, reaching nearly 500K readers and shaping community best practices.