Megan McGuiness

Senior UI/UX & Brand Designer

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SUMMARY

Senior UI/UX and brand designer with 6 years of experience creating enterprise websites, design systems, and conversion-focused marketing experiences. Combines UX strategy, visual design, and brand identity to turn business goals into intuitive products and measurable results. Skilled in Figma, Webflow, and AI-assisted workflows.

SKILLS

UX & Visual Design: UI/UX Design, UX Strategy, User-Centered Design, User Research, Information Architecture, Journey Mapping, Wireframing, Prototyping, Usability Testing, Responsive Web Design, Visual Design, Visual Hierarchy, Brand Identity, Art Direction

Systems & Optimization: Design Systems, Component Libraries, Design Tokens, Design Handoff, CMS Design, Webflow Development, A/B Testing, Conversion Rate Optimization (CRO), Landing Page Optimization, SEO, Agile/Scrum, Stakeholder and Cross-functional Collaboration

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Webflow, Relume, Hotjar, Marketo, Salesforce Marketing Cloud, Jira, Asana

AI Tools: Claude, ChatGPT, Gemini, Figma Make, Base44

EXPERIENCE

Senior Graphic Designer, UX & Strategy | Mr. White Creative — May 2024 – Present

- Lead UX strategy and interface design for enterprise websites, digital products, and marketing campaigns.
- Own the full creative lifecycle, from research and strategy to design systems and production-ready assets.
- Partner with executives, strategists, developers, and clients to define product direction and creative strategy.
- Integrate AI-assisted workflows into UX research, prototyping, content development, and production, accelerating design iteration and expanding technical capabilities.

Lead Visual Designer | BizLibrary — May 2022 – May 2024

- Promoted twice in two years (Junior Visual Designer to Visual Designer to Lead Visual Designer), taking ownership of UI/UX, brand identity, and campaign design across the organization.
- Co-led the end-to-end website redesign, including user research, wireframing, and iterative usability testing, contributing to measurable gains in traffic and conversion rates.
- Built and maintained a scalable Figma design system that improved consistency and reduced production time across marketing and product teams.
- Drove digital campaign strategy, streamlining workflows and optimizing performance through A/B testing.

Graphic Designer | Keller Williams — Feb 2021 – Apr 2022

- Led the redesign of The Davenport Group website, improving information architecture, SEO, and user experience.
- Designed digital marketing assets and web experiences that improved usability and supported lead generation.

Graphic Design Contractor | Sagepath Reply — Feb 2021 – Oct 2021

- Contributed to enterprise UX and branding initiatives for Fortune 500 and regional clients, including Dunkin', SouthState Bank, and Georgia Power.
- Helped develop brand guidelines and execute visual systems across multiple accounts, adapting quickly to varied brand standards, scopes, and timelines.

EDUCATION

B.S., Graphic Arts & Imaging Technology | Appalachian State University, Boone, NC — Dec 2020