Matt Megrue
Experience Designer

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"Full stack designer" for over 13 years focusing on solving problems for companies of all sorts; big and small and varying in industry, through design. My day-to-day is exciting and ever-evolving, but typically includes things like:

- *Rapid prototyping and workflow design*
- *Continuous research and discovery*
- *High-level quarterly planning and strategy with leadership*
- *Establishing brand consistency across customer touch-points*
- *Creating Marketing collateral*
- *Fostering relationships with our Product and Engineering partners.*

Seller Labs (2019 -)

Brand Manager / Senior Product Designer

Started at Seller Labs in 2019 on the Marketing side of the business to help bridge the gap in experience between Marketing and the actual Product. Transitioned back into a Product role to design the brand's newest product offering: Seller Labs Pro.

- Gatekeeper for brand unity and consistency across Marketing and Product
- Leading the effort to define company's first official design system
- Producing collateral for Marketing (i.e. infographics, Google targeting ads, conference displays, webinar graphics, etc.)
- Partnering with Product Team to drive the future of the product leveraging tools and practices like FullStory customer interviews and NPS feedback
- Designing and strategizing for the unification of multiple products into one, single offering. Challenges include: onboarding, brand positioning, data dashboards, data tables and multi-tenant/brand accounts.
- Providing visibility and ownership to executive leaders with "Design Review Monthly's"

Snag (2016 - 2019)

Senior Product Designer, Manager

Served as a hybrid individual contributor and design team manager. As an individual contributor, my main goal was to make the process of finding and hiring qualified candidates as easy as possible for location managers. As a manager, my focus was on growth and development for each designer as well as helping to remove impediments.

- Reported to, and mentored by, Peter Merholz, VP of Design (author of **Org Design for Design Orgs**)
- Promoted from Senior Product Designer to Design Manager to push convention, drive change and lead the design and delivery of successful, shipped product features
- Leading solutions for previously undefined problem spaces: (e.g. the design of an entirely new task-centric Dashboard alone raised our NPS score from a 4 to a 17 in 30 days)
- Implementing processes for tackling large design challenges amongst cross-functional teams

- Leveraging the Jobs To Be Done framework, led a quarterly research project with external clients and internal stakeholders to define the 5 key areas of focus for the coming year

- Contributor in a complete brand redesign (name, logo, styles, interactions, etc.)

Benefitfocus (2007 - 2016)

Senior Designer

- Promoted to utilize knowledge of web & mobile software solutions for redesigning the entire Benefitfocus Online Enrollment application and create HTML and Axure product demonstrations for the Sales team

- Lead designer for Proof of Concept prototype sold to national health insurance carrier

- Collaboratively developed the original Benefitfocus Manual of Style and Pattern Library with the User Experience Team, helping to save time and money by increasing efficiency via reusable patterns

- Implemented a "Delivery Kit" which created transparency into the scope and expected outcome of every project

- Designed the password reset functionality which saved money by reducing the number of support calls by 60%

Y'all Experience Co. (2017 -)

Experience Design

Partnership that strives to help other companies and design teams create intuitive, inclusive experiences. With over 25 years of combined design experience, we have assisted with everything from: initial strategy and process, to hands-on design, to coaching developers on design implementation.

Core Skills and Abilities

- User research and discovery
- Experience design (for web and mobile)
- Information architecture
- Prototyping
- Video and photo production

- Quantitative research and analysis
- Leading and Managing Project Teams
- Creating Design Systems and branding material
- Implementing Design Processes
- Persona development

Education & Inspiration

I am constantly seeking out new ways to learn more about human behavior and how to marry that with great design. Here are some ways I currently stay up-to-date and inspired:

- Trained in SVPG (Silicon Valley Product Group) delivery methodology
- InVision podcasts, blogs and eBooks
- Voice of Design Podcast
- Medium's UX community

- Studying other company's pattern libraries and design systems (favorites include: AirBnB, Netflix and Wealthfront)
- Conferences
- Creative Mornings Charleston
- Music and songwriting

University of Georgia (2000 - 2004)

- Graduated with a Bachelors of Telecommunications, earning all four years of tuition through Georgia's HOPE Scholarship program

- Received Dean's List honors three semesters.

- Concentrated studies in web design and video production