



Kelsey Meurer

Lead UX/UI Designer with 7+ years of experience, specializing in journey mapping and clickable prototypes.

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San Francisco, CA.

Experience:

UX/UI Designer, Albertsons Companies Inc.

November 2023 - Current. Pleasanton, CA.

As part of the Supply Chain Intelligence Team I lead UX initiatives for internal inventory dashboards and products. In meetings with development leads and stakeholders I present mockups and pitch creative solutions to long-running user pain-points in existing dashboards and reports. In one of my current large-scale projects, I spearhead the creation of a new application that aims to combine multiple dashboards and alert tools into one streamlined workspace. I handle the entire UX process from wireframes to finished assets and blend my work seamlessly with Albertsons' vast asset library and design system.

Lead UX/UI Designer, K&L Wine Merchants.

March 2021 - Current. San Francisco, CA.

At K&L I run in-house UX and UI design for their wine and spirits retail e-commerce website and internal retail operation apps. I lead the entire design process from inception to development through multiple rounds of iterations with the development team, all the way through final screen hand-off. As sole designer for the company I have established UX process standards, set up styles and UX libraries, and fostered positive company-wide relationships to visual brand and UX practices.

Main Responsibilities:

- Synthesize user data into actionable features and improvements and present ideas verbally and visually to stakeholders across departments and management levels.
- Create initial user flows and site architecture.
- Build wireframes and clickable prototypes for user testing.
- Collaborate with front-end and back-end engineers on feasibility and feature roll-out.
- Layout final design comps and write specs to hand off to developers.
- Perform QA and testing for features in beta environments.

Education:

BFA Communication Design, Texas State University.

August 2013 - Dec 2017.

Degree provided intensive training in UX/UI design, and brand development.

Design Skills:

UX design, UI design, Interaction design, Competitive research, User research, User testing, Web and app design, Data visualization, Agile, Working knowledge of front-end design HTML CSS, Agile methodology, storytelling and user journey flows, style guides, maintaining UI libraries, applying industry trends and standards.

Soft Skills:

UX Leadership, B2B, B2C, eCommerce, Data dashboards, Managing client expectations, Cross-departmental integration, Content writing, Information architecture, Project management, Marketing.

Tools and Software:

Figma, Sketch, Invision, WordPress, Jira, Trello, AI/ML, ChatGPT, Adobe CC (XD, Illustrator, Photoshop, Indesign.), mobile iOS and Android platforms.

Performance Highlights:

- Achieved 400% increase above targeted goal for Held Order In-store Pickups by redesigning customer notification emails.
- Increased online sales by rebuilding the customer checkout flow to support digital wallets and modern checkout mental models.
- Established user research practices and led a team of two front-end engineers to transform insights into successful features.
- Revolutionized visual brand by creating style guides and UI libraries for marketing and engineering teams.
- Championed inclusion and accessibility by auditing K&L's website and marketing emails for ADA web compliance, improving page layout, text size, color contrast, button sizes, image alt-text, and more to serve a diverse variety of user needs.

UX Designer, Pushstart Creative.

October 2019 - February 2021. Austin, TX.

At this creative services agency, I collaborated with two other UX designers, working with a diverse range of client types spanning various industries and product categories. I handled all aspects of the design process, from conducting market research, creating personas and user journeys, to producing final screens. Typically, I managed four to six projects or clients simultaneously. My design work encompassed mobile apps, websites, and touchscreen devices, often involving steep learning curves. Here, I became comfortable with ambiguity, as many of the projects I worked on were pioneering new technology within the Internet of Things (IoT) sector.

Main Responsibilities:

- Write prompts for in-person user testing, record findings, and interpret results into actionable next steps.
- Collect and interpret market research into visually accessible slides and presentations for all levels of stakeholders.
- Create initial user flows and app and site maps.
- Build wireframes and clickable prototypes for user testing and client review.
- Collaborate with product engineers to understand back-end and physical product constraints and limitations.
- Finalize projects into pixel-perfect comps with specs and close projects with clients hand-off meetings.

Performance Highlights:

- Advanced six large-scale projects for the agency's clients including GE, PepsiCo, and Lancer; receiving special recognition from clients for my creative solutions during each stage of the UX process.
- Successfully won stakeholder buy-in to secure funding for the PepsiCo Soda-Stream, by designing easily understandable user journey maps.

- Effectively articulated conceptual ideas and detailed design rationale through both verbal and visual means to stakeholder and clients.

Lead Graphic Designer, MVPindex.

November 2017 - October 2019. Austin, TX.

At this fast paced start-up I wore many hats as my work touched marketing, product, sales, and even HR. I began work under a creative director, but when they left the company I stepped into the role taking lead over creative services and working closely with the head of marketing.

Main Responsibilities:

- Run creative services across all channels.
- Plan web, print, email, and social campaigns with head of marketing and produce final files for publication.
- Support engineering team with UI assets for SaaS products.

Performance Highlights:

- Created an updated brand style guide and asset libraries in an accessible Google Site.
- Established print and web templates for monthly customer facing data reports, refined company data-visualization styles and worked with third-party vendors on print versions.
- Assisted in the hiring of an external UX agency and reviewed their work along with company leadership.

Graphic Designer, SHARE Program: Texas State University.

June - December 2017 (6mo Work-study Position). San Marcos, TX.

In my last semester of my bachelors degree I landed a student job running graphic design for a campus health program called SHARE. In addition to the marketing fliers and large-scale print ads, I also had a chance to stretch my wings in real-world UX by designing survey templates. This role ended upon my graduation, and allowed me to hit the ground running as I stepped into the industry.

Main Responsibilities:

- Pitched ideas, presented sketches, created layouts, and produced final graphics such as posters, flyers, and pamphlets. Handled photo and graphics sourcing, and ensured visuals were optimized for both print and digital platforms using Photoshop and Illustrator.
- Coordinated with managers to maintain brand identity and ensure budget and time constraints were met.
- Built awareness of the program and services across the campus. Increased attendance of SHARE events through vibrant and informative marketing collateral.