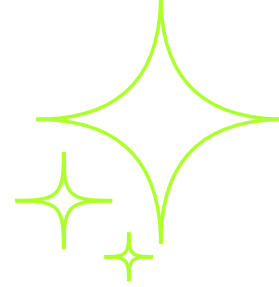


Megan McNames

EXPERIENCE
DESIGNER



meganmcnames.com
513-687-5364
megan.mcnames@gmail.com

EDUCATION

MA: JOURNALISM

Ball State University
Graduate Fellowship Recipient

BA: ENGLISH LITERATURE

University of Cincinnati
Cincinnatus Scholarship
Recipient

HUMAN-COMPUTER INTERACTION

Non-degree coursework @IUPUI

NOTABLE TEACHING

EMDD 600: User Research and
Evaluation Methods

EMDD 610: Theories and
Frameworks in HCI

EMDD 630: Non-linear and
Interactive Storytelling

JOUR 485: Strategic
Communication Processes

EMDD 201: Web Design

JOUR 242: Programming for
Journalists

RECOGNITION

2017 TECH 25

TechPoint Indianapolis

Recognizes high-performing
individuals at Indiana tech and
tech-enabled companies.

2015 TEACHER OF THE YEAR

Ball State University

Awarded by the Office of
Educational Excellence.

EXPERIENCE

ASSISTANT LECTURER, MEDIA DESIGN / BALL STATE UNIVERSITY
AUG 2022 - PRESENT, AND AUG 2013 - MAY 2016

UX RESEARCHER (CONTRACT) / UGAM SOLUTIONS, a Merkle Company
NOV 2021 - APR 2022

Planned, conducted, and presented qualitative user and usability research studies for a
FAANG company: AR & Ad platforms.

EXPERIENCE DESIGNER / AMBITION / APR 2021 - AUG 2022

Created & managed The Worm NFT; community management, story direction.

HEAD OF DESIGN / FILO.CO, acquired by DevStride / SEP 2020 - APR 2021

First design hire; transitioned MVP to paid product offering.

HEAD OF DESIGN AND PRODUCT / MALOMO / FEB 2019 - SEP 2020

First design hire; designed and built Order Tracking Concierge in Webflow; onboarded initial
20 customers. Used Google Analytics and Tag Manager data to track and improve
conversion rates; designed reporting and page design dashboard; established UX
component and design system.

LEAD PRODUCT EXPERIENCE DESIGNER / METACX / APR 2018 - JAN 2019

First design hire; UX/UI design and user research for initial product offering.

DIRECTOR OF USER EXPERIENCE / EMPLIFY, acquired by 15Five
AUG 2017 - MAR 2018

Supported the design and positioning of the Emplify Insights product, which achieved ARR
growth 3x as fast as our previous product. Established UX and research process and
workflow; hired and managed design team members.

PRODUCT DESIGNER, PRODUCT MANAGER / EMPLIFY / MAY 2016 - JUL 2017

Product design and management for Emplify's new employee engagement platform.
Designed MVP in Tableau and Google Docs; tested with customers. UX/UI research and
design, estimating, backlog management, prioritization, product education.

ASSISTANT DIRECTOR / BSU JOURNALISM WORKSHOPS / AUG 2009 - NOV 2012

Developed and managed program budget of \$250,000; enhanced digital presence by
revamping website and social media. Planned and managed four annual events.

SKILLS

Qual Methods, ex. Contextual Inquiry, Interviews, Card Sorting / Basic Quant Methods, ex.
Descriptive Stats / Usability Tests / Thematic Analysis / Data Visualization / Process &
Journey Mapping / Service Blueprints / Sketching, Wireframing, Prototyping / Agile, Scrum

TOOLS

Sketch, Figma / Webflow, Framer, Wordpress, HTML & CSS / Adobe Ai, Ps, Id, An, Ae /
Airtable, Trello, Jira, Pivotal Tracker / Google Analytics, Data Studio, Tag Manager /
Google Ads, Keyword Planner, Optimize / Hotjar, Fullstory / SPSS, Tableau / Klaviyo