

# Nice to meet you.

I'm Katie Meyer, a writer and user experience designer based in Toronto. I design meaningful paths through complex information, translating problems into high-level solutions.

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## CV

With 10 years of experience in finance and media, I've developed a research-based, iterative design practice informed by lean startup methodologies.

### Capco

Senior User Experience Consultant | June 2018 to present

Collaborate with diverse teams at incumbent institutions on experiences that can compete with challenger banks and insurers

#### Research

Organize research processes in the inception phase of new projects

Implemented KPIs and measuring to track product releases

Plug internal user data and competitor research into design processes

Lead design workshops and progress meetings with stakeholders, aligning the whole team to user needs

Embedded research in every phase of development and release in agile product cycles

Through competitive analysis and UX research, identify the intersection of business needs, customer needs, and technical opportunities

#### Design

Design and iterated agile processes to foster innovation and shorter, more frequent releases

Create strategies and develop product roadmaps to reach different target markets

Work with a diverse set of stakeholders to design flexible, scalable web and mobile experiences that deliver on KPIs while reducing build times

Develop compelling design artifacts (wireframes, conceptual diagrams, flows, interactive prototypes) that propose ideal and minimum viable solutions to foster strategic alignment

Mentor junior designers and oversee delivery of design assets

Develop and implemented rubrics for UI testing that reduced QA and BA workload

### The Globe and Mail

User Experience Designer | January 2017 to June 2018

Lead designer on News Photo Archive

#### Research

Built new knowledge sharing processes across the organization, breaking down silos and allowing teams to learn from each other's wins

Integrated data science, including AI tools, into other teams to automate processes and improve the user experience

Expanded discovery phase in product lifecycle, conducting a year-long research project on the needs and habits of millennial readers

Deployed rapid prototyping techniques to A/B test new ideas generated during discovery, usability testing, to drive KPIs

Tracked progress of new designs in Omniture and internal analytics tools, trained team on tools

Managed weekly reader interview sessions for problem discovery and usability testing

#### Design

Designed and launched News Photo Archive, a subscribers-only showcase of more than 10,000 archived photos, photo backs, and captions; surpassed page view per visitor and engagement goals

Collaborated with an interdisciplinary team of designers on end-to-end implementation of qualitative and quantitative user research

Developed and tested two new product lines, working with stakeholders from across the organization

Helped spearhead personalization initiative, working closely with data science team

Redesigned My Watchlist and My Portfolio features, north star and MVP versions

Won internal innovation competition twice

### Crowdbabble

Senior User Experience Designer | September 2015 to January 2017

Lead designer, responsible for user experience across products

#### Research

Implemented new analytics tools, studied funnel, and used findings to double conversion rate from anonymous visitor to trial sign up; created regular research process to pinpoint user stumbling blocks and clear them with the whole team

After studying user interests, created new Crowdbabble content strategy; increased blog traffic from 12,209 in 2013-14 to 188,365 (Medium) and 43,984 (blog) in 2015-16; 19x increase

Tested and learned from copy changes to boost conversion using Optimizely

Refined SEO and marketing strategy, ranking on first page of Google for critical keywords like "trump clinton social media"

Designed new brand identity based on user demographics and interests uncovered through research, including verbal design overhaul

#### Design

Redesigned main Crowdbabble web app based on in-depth user research, built HTML and CSS

Designed UX, UI, and did front end development for hashtag analytics web app, working closely with team of developers

Designed UX, UI, and did front end development for Hootsuite app for Instagram analytics, collaborating with team of developers throughout

Developed style guide and new brand identity for planned overhaul of Crowdbabble front end, all channels

Launched new onboarding flow and messaging using Intercom to improve customer retention, emphasizing triggers to conversion discovered in research

Created new user research and competitive analysis processes to serve design work, implementing new analytics tools on the site

### OCAD

User Experience Designer, Student, and Researcher | September 2013 to 2015

User experience designer on professor-lead research projects and thesis, which centers on how digital natives read novels

#### Research

Won Best Written Thesis for program

Awarded Social Sciences and Humanities Research Council grant for study on how digital natives read the novel, driven by narrative inquiry and grounded theory methodologies

Wrote research-based essays in demanding digital theory and human-computer interaction classes

#### Design

Studied lean startup, strategic foresighting, and rapid prototyping techniques, implementing them in product development projects (sample working prototype, HUSH, shown in carousel below)

Designed UX and UI of website for professor-lead research project on Indigenous new media

Designed and developed working prototype of social annotation web app based on study of digital natives

In classes and Canadian Film Centre summer program, worked with peers to create user personas, journeys, and prototypes

### Bell Media

Online Content Associate | September 2012 to July 2013

Designed layouts for overhaul of [sympatico.ca](http://sympatico.ca), transition to [loop.ca](http://loop.ca)

#### Writing

Studied search trends and content analytics to inform assignments

Introduced new tools and platforms to content team, like Storify

Developed (and wrote content for) new themes that incorporated all Bell Media channels

Wrote evergreen Living pieces and galleries

#### Design

Designed layouts for Living, Travel, and Showbiz sections that integrated multiple products

Incorporated feedback submission process for users

Worked with a team to launch the site under tight deadlines and technical constraints

### Sunnybrook Health and Sciences Centre

Web Communications Specialist | May 2011 to May 2012

Responsible for maintaining, updating Sunnybrook Research Institute website and contributing to social media strategy

#### Research

Collected business requirements from internal stakeholders and learnings from public relations team; wrote content for Sunnybrook social media channels

After researching previous initiatives, designed content strategy and social media campaigns for fundraising events, like Raise a Flag

#### Design

Brought offline data online for patients, including breast cancer resources

Interviewed patients, doctors, and reviewed analytics to design better user journeys on the site; focused on wayfinding and navigation through deluge of resources

Built and launched Sunnybrook International site with CRM, basic CSS

### Sunnybrook Health and Sciences Centre

Ward Clerk | Part Time June 2005 to May 2011

To support overabundance of unpaid internships, worked as a secretary on hectic palliative and intensive care units

#### Responsibilities

Nursing payroll and scheduling

Transportation for patient appointments and events

All patient charts and files

Patient admissions, discharges, and transfers

#### Design

Interest in organizational efficiency and elegant system design ignited

### Random House NY, Sullivan Entertainment, Beetlebox Media

Intern | Summers 2005 to 2011

Developed experience in filmmaking and project development

#### Research

Completed background research for feature documentary, Mozart Decoded

Analyzed audience trends and past sales to assess slush pile

#### Project Development

Analyzed social media trends and industry data to build cases for projects

Helped manage workflow for early stages of film projects, including grant applications and sourcing raw material

### The Saint, The Daily Californian

Reporter and Editor | 2006 to 2010

News reporter, arts reporter, and section editor

#### Research and Reporting

Arts reporting: First person accredited to major film festival for both papers, covering Cannes, Sundance, and London Film Festivals

News reporter: 26 front page stories on a variety of beats: crime, the recession, and the election

Won Story of the Week for linking defunding of UC research labs to Obama's plans to reduce nuclear arsenal

Stories picked up on Huffington Post and Politico

Increased traffic to YouTube channel 4x

#### Design

Started as a production assistant on student newspaper, editing and finalizing layout

As section editor, guided layouts and style guide to modernize print edition

Managed production workflow, assigning and editing stories, then designing layouts for print and online

Managed stable of writers, organized training program, sent 6 to international film festivals

Launched blog for The Saint when the paper did not have a website