


MEGAN LEDFORD

Project Manager UX & UI Designer.

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ABOUT ME

I am an industrious UX Designer who graduated from Purdue University in 2020- passionate and intrigued by Project Management and UX/UI Design. Currently, I spend my time as a UX/UI designer at CarrierHQ, volunteering with benefit.design, and freelancing for small businesses. I love spending time with my dog and taking hikes whenever I can as well as learning new things to cook in the kitchen!

CAREER GOALS:

- Maintain passion about UX and the industry
- Always be continuously learning
- Continue to build upon my UI skills
- Work for a company who gives back to their community
- Grow and build my leadership qualities and skills

SKILLS:

- Empathetic
- Leadership & Communication
- Team & Task management
- Excellent organizational skills
- User & Market research
- Wire-framing
- Interactive Prototyping
- Storyboarding
- Information Architecture
- ClickUp, Canva, Airtable, Active Campaign
- Adobe CC, Figma, Sketch, Balsamiq, Indesign
- Base knowledge of tailwind components

EXPERIENCE

UX/UI DESIGNER

JUN 2022 - PRESENT

CarrierHQ

- Enhancing UX and UI, resulting in a 43% increase in policies bound compared to the previous historical average
- Creating wireframes, storyboards, user journeys, and screen flows through Figma
- Analyzing user feedback and activity to support design decisions
- Content creation for FB ads, social media, and blog writing
- Implementing SEO strategies that improved website ranking from page 10 to page 1, resulting in increased traffic and user engagement

PROJECT MANAGER

FEB 2021 - DEC 2021

Advanced XP

- Supervised and coordinated all incoming projects ranging from Social Media Marketing, Website Design & Re-design, SEO, Web hosting, Branding, Photography & Videography, PPC, and Content/Email marketing
- Communicated with clients to define pain points in their small businesses
- Created, structured, and organize all processes/strategies for services offered at AXP

COMMUNITY MANAGER

JUL 2020 - JAN 2023

benefit.design non-profit and volunteer

- Manage and oversee projects as opportunities arise with benefit.design
- Communicate with stakeholders to define problems
- Handpick volunteers to work on associated projects
- Create design solutions such as wireframes, prototypes, mockups, and brand designs
- Design, brainstorm, and create vibrant and intriguing social media posts

PRODUCT MANAGER

NOV 2020 -AUG 2021

rootshare

- Re-designed the entire platform's user interface and brainstorm new features while closely working with the development team
- Spearheaded product meetings and oversee project deliverables and timelines
- Researched and analyzed the needs and wants of student organizations across multiple universities and incorporate new features to supplement

EDUCATION

PURDUE UNIVERSITY CLASS OF 2020

Bachelors of Science- User Experience Design

Purdue Polytechnic Institute

Minor: Organizational Leadership

Certificates: Entrepreneurship and Innovation

GPA: 3.49