



# Meghan Dever

Product Designer

## Experience

### Lead Designer at MartianCraft

2021- Present

- Creative lead on the design strategy for a comprehensive suite of over 10 iOS applications for a Fortune 100 company, ensuring seamless user experiences across all mobile interfaces.
- Instrumental in driving an extraordinary growth of over 250% within the creative team in less than 6 months, actively contributing to the interviewing, onboarding, and mentorship processes. Notably, all hires made have resulted in zero turnover.
- Effectively orchestrated the migration of a robust 500+ component library from Sketch to Figma, streamlining design workflows and enhancing collaboration for our largest client.
- Collaborated closely with 12+ product owners across teams, consistently delivering new and enhanced experiences in field operations, safety, accounting, and leadership domains. This resulted in improved efficiency, enhanced safety protocols, and streamlined accounting processes.

### Senior Product Designer at Inspirato

2019 - 2021

- Collaborated closely with executive leadership to seamlessly integrate Pass, a new product, into the established Inspirato application. Employing a data-driven approach with quantitative and qualitative research methods, I guided the integration process, resulting in an enhanced experience for a user base of over 50,000 individuals.
- By championing and driving quarterly customer interviews, I substantially grew our library of qualitative data by 300% in under 6 months. This empowered design and product owners to effectively align and prioritize feature roadmaps, fostering a cohesive and informed decision-making process.
- Served as a key stakeholder in all native iOS product releases, ensuring every feature and functionality aligned with mobile design guidelines, expediting the overall time to market and ensuring smooth App Store approval processes.

### Lead UX/UI Designer at Possible Mobile, Formally Double Encore

2013 - 2019

- Collaborated with developers, project managers, and external teams to oversee the end-to-end design process of applications, ensuring seamless delivery from conceptualization to completion.
- Proactively monitored application performance post-launch, identifying opportunities for improvement and incorporating them into future releases. This strategic approach resulted in increased client retention for both design and development services.
- Successfully managed client projects spanning across more than 5 platforms, ensuring a cohesive design system across all platforms while adhering to specific platform guidelines.
- Led the user experience efforts for the first Alexa skill shipped by Possible Mobile, as well as the skill delivered by our esteemed client, NBA.

## Contact

meghandever1@gmail.com

meghandever.com

(720) 301-7486

## UX Skills

Information Architecture

Design Systems

Wireframing

Prototyping

User Testing

User interviews

Collaboration

Interaction Design

User Flows

## Tools

Figma

Sketch

Adobe CC Suite

InVision

UserTesting.com

Miro

Zeplin

Jira

Heap

Full Story

## Platform Experience

iOS

tvOS

WatchOS

Android

AndroidTV

FireTV

Roku

Alexa

Web