

Gary Meyer Senior UX Designer

I am a solution-driven creative, eager to dive into interesting problems. I have a strong ability to foster cohesion among diverse teams with varied viewpoints, by emphasizing a collective aim to create the best user experience.

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Insight | Senior UX Designer (February 2017 - June 2024)

Key Clients: Apple, Starbucks, Progressive, Tanger Outlets

Lead and contributed to discoveries and web, software, mobile app, and branding projects for organizations at both ends size and complexity scales.

- Executed discovery initiatives with estimation and effective planning, driving successful project outcomes
- Planned and executed stakeholder workshops both in-person and remotely, fostering collaboration and driving alignment with stakeholder needs
- Collaborated closely with Product Owners, Business Analysts, and other stakeholders to streamline workflows, and employ iterative design practices for optimal user experience.
- Acted as a strong advocate for design best practices, accessibility, and logical architecture, ensuring consistently optimal product outcomes.
- Cultivated strong relationships through active social networking, fostering an environment of collaboration and teamwork. Quickly establishes rapport with new teams and excels at building lasting connections that support project success.
- Mentored junior colleagues as team lead, providing guidance and support to help them achieve their professional development goals and advance in their careers. Working closely with team members to identify areas for improvement and provide targeted feedback and resources, resulting in successful career growth and promotions for team members.

Practicem | Designer (January 2015 - February 2017)

Created a set of web app products, overhauled the company brand, and handled most marketing concepts for the startup as the sole designer.

- Acted as a strong advocate for design best practices, promoting a design-led culture in an environment that traditionally prioritized design last.
- Successfully elicited product goals and constraints from a limited set of stakeholders, employing a strategic approach to gather as much information as possible and drive successful project outcomes.
- Committed to ongoing research and learning to gain a deep understanding of a highly technical and niche scientific process, enabling me to solve complex problems

Skillset

Design Thinking, Workshop Facilitation, Concept Development, Wireframes to Prototype Design, Research, Desktop and Mobile Form-factors, Logo & Brands, Photography

Discovery

Estimations, Facilitation, Stakeholder Workshops, Interviewing, Concept Mapping, Information Architecture

Research

Card Sorting, Tree Testing, Task Priority Matrices, ORCA (OOUX Process), Brand Visioning

Delivery

OOUX, Scrum, Service Design, Wireframes, Visual Design, Interaction Design, Design Systems, Usability Testing, Prototyping

Tools

Figma, Sketch, Microsoft O365 tools, Adobe Creative Suite, Invision, Invision DSM, Axure, Zeplin, Hotjar, Google Analytics, Optimum Workshop, Notion

Tech Stacks

iOS, Android, Web, Angular, React, Tailwind, Xamarin/Maui, WordPress, Drupal, SharePoint

Education

Bachelor of Industrial Design

College of Design @ NCSU (2010 – 2014)

Certification: **PSP0 I** (Professional Scrum Product Owner) - 2021

Involvements

IxDA Triangle Organizer & Host Women in Tech Allies Talk - Intro to Figma

TriUXPA Co-host for Meetups Boy Scouts of America Eagle Scout (2007)