

EXPERIENCE

DESIGN STRATEGY LEAD

July 2018 - present

CENTER FOR USER EXPERIENCE | MADISON, WI

- Champion and effectively communicate design ideas using flow diagrams, wireframes, user research, and prototypes in a cross-functional team environment
- Oversee and manage the work of a team of 6 designers that conduct ongoing user research and creating digital strategy recommendations for the campus-wide student digital experience
- Plan and facilitate co-creative, collaborative design sessions with colleagues and stakeholders, bringing together multiple people in different roles and sometimes different units to comprehensively explore design problems and determine a solution
- Lead designer on high-impact campus projects including the Course Search, Interoperability, and Salesforce Experience Cloud
- Design and conduct comprehensive and ongoing research with users to understand context and needs, utilizing methods such as field research, interviews, usability testing, and surveys
- Drive the vision and project management of the application design system that includes visual style guidelines, UI components, and development documentation
- For 2 years, worked as product owner for the Interoperability initiative that included guiding a team of designers, developers, and technologists through the early stages such as requirements gathering, use case creation, advocacy, and alignment

UX MANAGER

July 2016 - July 2018

EATSTREET | MADISON, WI

- Developed a user-centered design focus for the company where there was not previously any dedicated UX roles
- Project manager of the ideation and design phases of many large projects including a redesign of all consumer-facing platforms and the addition of order tracking
- Facilitated user interviews, user testing, and in-person user panels
- Presented, explained, and rationalized UX research, design decisions and deliverables to executive team and peers
- Created UX deliverables: information architecture, wireframes, prototypes, user journeys, user personas, and user testing plans
- Translated research findings into designs that provided simple, effective and efficient experiences to users
- Consulted A/B test results and conversion metrics to assist in the creation of solutions that met both user needs and the company's business objectives

MEGAN HOLMAN

SKILLS

UX DESIGN

Research
Wireframing
Prototyping
User testing
Task flow diagrams
Interviews
Affinity diagramming
Competitive analysis
User personas
Site/app maps



UI DESIGN

Mobile design
Website design
Responsive design
Hi-fidelity mockups
Style guides
Branding
Iconography
Typography

TOOLS

Figma	Keynote
Sketch	Microsoft Office
Mural	Mac and PC platforms
InVision	Google Suite
Adobe	Gitlab
Lookback	JIRA
Squarespace	Sublime
WordPress	Abstract
Keynote	

CONTACT

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EXPERIENCE CONT.

FREELANCE UX DESIGNER

UPACE | WASHINGTON D.C.

Apr 2016 - Jan 2021

- Conducted stakeholder and user interviews to gain a better understanding of the pain points, motivations and needs of Upace users
- Designed wireframes, detailed visual mockups, and prototypes for end user application, admin dashboard, and apple watch integration
- Evaluated designs via user testing and iterated on designs based on findings

DESIGNER-IN-RESIDENCE

DESIGNATION | CHICAGO, IL

Apr 2016 - August 2016

- Selected for position as top designer in cohort of 19 at UX/UI design bootcamp
- Oversaw 6-week virtual training camps for new designers all over the globe
- Ensured the new UX/UI designers are prepared for the in-person phase of the bootcamp

UX/UI DESIGNER

DESIGNATION | CHICAGO, IL

Nov 2015 - Apr 2016

- Studied design thinking methodologies via an 18-week, 70+ hour per week bootcamp
- Consulted with ONE618, an event production company, to create a responsive website design through competitive analysis, wireframing, branding, and UI design
- Worked with TransX Systems and GGP malls to revamp the current GGP Malls mobile application through research, user interviews, wireframing, prototyping, and user testing

PROFESSIONAL DEVELOPMENT

- MOR Leaders Program Member: 2022 - Present
- Virginia Tech Community Hour Presenter | Student Digital Experience Vision: 2022
- IDEO Leading Complex Projects Course: 2021
- IT Professionals Presenter | Why do we need an IT Design System?: 2019
- Madison Women in Tech Co-Organizer: 2018 - 2020
- Thinkful Front-end Development Bootcamp: 2016

EDUCATION

BACHELOR OF SCIENCE

University of Wisconsin - Eau Claire
Major: Psychology

MASTERS OF EDUCATION

Bowling Green State University
Specialization: Sports Administration