

Megan McNames

Designer & Researcher

meganmcnames.com

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Education

MA: Journalism

Ball State University
July 2013

BA: English Literature

Minor: Classical Civilization
University of Cincinnati
June 2007

Recognition

2017 Tech 25

TechPoint Indianapolis

2015 Teacher of the Year

Office of Educational
Excellence, Ball State
University

Notable Teaching Experience

Graduate-level

600: User Research and
Evaluation Methods
610: Theories and Frame-
works in Human-Computer
Interaction

Related Experience

Lead Product Experience Designer / A new High Alpha company
April 2018 - present

Director of User Experience / Emplify / *Aug 2017 - March 2018*
Supported design and positioning of a new Emplify Insights product line which achieved ARR growth three times as fast as our previous product line. Established UX process and workflow; designed and implemented Emplify Insights design system; developed ideation and research process and workflow.

Product Owner / Emplify / *Feb - July 2017*

When Bluebridge sold its key verticals and became Emplify, I served for six months as a Product Owner of the Insights team to establish the information architecture, data visualizations and systematic approach to our new data-driven product, Emplify Insights.

Product Designer / Bluebridge / *May 2016 - Jan 2017*

UX/UI design and user research for mobile and web apps.

Instructor, Digital Media / Ball State / *Aug 2013 - April 2016*

Assistant Director, Digital Publishing Studio and Director, Digital Media Minor (2015-2016). Developed courses and managed relationships with external clients.

UX/UI Designer / Center for Media Design / *Oct 2010 - May 2012*

Part of an interdisciplinary team. Designed for Debate 2012 second-screen iPad app and several second screen and iTV app concepts for OEDN.

Assistant Director / BSU Journalism Workshops / *Aug 2009 - Jan 2013*

Developed and taught workshop experiences for secondary education students and teachers. Developed and implemented promotional content strategy.

Freelance Reporter / Gannett / *2006 - 2011*

Skills

Sketching, Wireframing & Prototyping
User Flows & Task Analysis
Process & Journey Mapping
Usability Testing
Heuristic Evaluation & Walkthroughs
Interviewing & Contextual Inquiry
Descriptive Statistics
Design Thinking Facilitation
Card Sorting
Affinity Mapping
Data Visualization & Information Design
Media Design

Tools

Sketch
Origami Studio
HTML & CSS
Airtable
SPSS
Adobe Ai/Ps/Id/An/Ae
Wordpress