Megan McNames
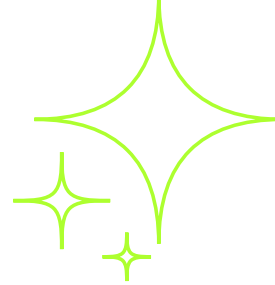
meganmcnames.com
513-687-5364
megan.mcnames@gmail.com

EDUCATION

MA: JOURNALISM
Ball State University
Graduate Fellowship Recipient

BA: ENGLISH LITERATURE
University of Cincinnati
Cincinnatus Scholarship
Recipient

HUMAN-COMPUTER INTERACTION
Non-degree coursework @IUPUI

BEST FRIENDS/SUU
Completed Studies in
Contemporary Animal Services
professional development course

FEAR FREE SHELTERS
Completed Fall 2023

VOLUNTEER EXPERIENCE

IACS / JUN 2023 - PRESENT
Indy VegFest
Digital Designer JUL 2016 - Present
Board President MAR 2020 -
SEP 2022
Board Member JUL 2016 -
MAR 2020
**Children's Museum of
Indianapolis** JUL 2012 - AUG 2015
ARF Muncie 2010-2011

RECOGNITION

2017 TECH 25

TechPoint Indianapolis
Recognizes high-performing
individuals at Indiana tech and
tech-enabled companies.

**2015 TEACHER
OF THE YEAR**

Ball State University
Awarded by the Office of
Educational Excellence.

EXPERIENCE

ADOPTIONS COUNSELOR / INDIANAPOLIS ANIMAL CARE SERVICES
MAY 2024 - SEP 2024

ASSISTANT LECTURER, MEDIA DESIGN / BALL STATE UNIVERSITY
AUG 2022 - MAY 2024, AND AUG 2013 - MAY 2016

UX RESEARCHER (CONTRACT) / UGAM SOLUTIONS, a Merkle Company
NOV 2021 - APR 2022
Planned, conducted, and presented qualitative user and usability research studies for a
FAANG company: Augmented Reality & Ad platforms.

EXPERIENCE DESIGNER / AMBITION / APR 2021 - AUG 2022
Created & managed The Worm NFT; community management, story direction.

HEAD OF DESIGN / FILO.CO, acquired by DevStride / SEP 2020 - APR 2021
First design hire; transitioned MVP to paid product offering.

HEAD OF DESIGN AND PRODUCT / MALOMO / FEB 2019 - SEP 2020
First design hire; designed and built Order Tracking Concierge in Webflow; onboarded initial
20 customers. Used Google Analytics and Tag Manager data to track and improve
conversion rates; designed reporting and page design dashboard.

LEAD PRODUCT EXPERIENCE DESIGNER / METACX / APR 2018 - JAN 2019
First design hire; UX/UI design and user research for initial product offering.

DIRECTOR OF USER EXPERIENCE / EMPLIFY, acquired by 15Five
AUG 2017 - MAR 2018
Supported the design and positioning of the Emplify Insights product, which achieved ARR
growth 3x as fast as our previous product. Established UX and research process and
workflow; hired and managed design team members.

PRODUCT DESIGNER, PRODUCT MANAGER / EMPLIFY / MAY 2016 - JUL 2017
Product design and management for Emplify's new employee engagement platform.
Designed MVP in Tableau and Google Docs; tested with customers. UX/UI research and
design, estimating, backlog management, prioritization, product education.

SKILLS

Qual Methods, ex. Contextual Inquiry, Interviews, Card Sorting / Basic Quant Methods, ex.
Descriptive Stats / Usability Tests / Thematic Analysis / Data Visualization / Process &
Journey Mapping / Service Blueprints / Sketching, Wireframing, Prototyping / Agile, Scrum

TOOLS

Sketch, Figma / Webflow, Framer, Wordpress, HTML & CSS / Adobe Ai, Ps, Id, An, Ae /
Airtable, Trello, Jira, Pivotal Tracker / Google Analytics, Data Studio, Tag Manager /
Google Ads, Keyword Planner, Optimize / Hotjar, Fullstory / SPSS, Tableau / Klaviyo