

Meghan Yabsley

Work Experience

Product Designer, Roadmunk

Toronto, ON | Sept. 2014 – Apr. 2015 and Sept. 2016 – Sept. 2017

- Designed two-way integration between JIRA and Roadmunk valued at over \$1 million dollars annually, by developing a strong understanding of both systems technically, as well as the users of each
- Conducted user research via interviews, observations, and competitive analysis, to better inform design decisions relating to JIRA integration and improve the overall user experience of the platform
- Introduced a design and documentation process to provide visibility into decisions made around design, leading to improved communication between departments, and fewer problems before release
- Coordinated with lead developer and PM to ensure all features were reviewed by design team before release, in order to maintain a high standard for user experience

Product Designer, Noom

New York, NY | Jan. 2016 – Apr. 2016

- Defined requirements for successful user onboarding through research on user behaviour, with goal of motivating users to commit to health program for longer; tested solutions via in-person and remote user testing
- Prototyped, user tested and iterated upon features for internal tool to improve workflow of coaches interacting with users
- Ensured consistency of mobile app across platforms and versions by creating an application map showing all screens and flows

UI/UX Designer, Atomic Labs

San Francisco, CA | May 2015 – Aug. 2015

- Developed interactive prototypes with Framer to simulate new features for a mobile photos app trusted by over 1 million users
- Implemented responsive sites to enhance digital presence and increase user conversion, in collaboration with marketing team
- Created sketches, wireframes and prototypes used to communicate with PMs & developers for new features of enterprise app, TalkIQ

Projects

Touchdown Mobile App

Mar. 2016 – present

- Designed the user flow and interface components for iOS app and desktop data display; designed and developed touchdownapp.ca
- Interviewed and observed pilots before, during and after flights to determine where pain points lie in logging takeoff and landing times

Portfolio & Contact

myabsley.com →

meghan.yabsley@gmail.com

About Me

I am a product designer with an engineering background, focused on developing holistic solutions through research, testing and iteration. I strive to develop products that fit into and improve users' lives, while maintaining a keen eye for detail and consistency.

Tools

- Photoshop, Illustrator, Sketch
- Framer, InVision, Proto.io
- HTML & CSS
- JavaScript & jQuery

Interests

- Cooking & Baking (and sharing with the office!)
- Photography
- Running

Education

Bachelor of Applied Science in Systems Design Engineering

University of Waterloo, 2018

Option in Biomechanics

Graduated on the Dean's Honours List, with Distinction

Achievements

- General Motors Innovative Design Award, 2018
- Dean's List, 2013 – 2018
- President's Research Award, 2015