

Megan Flanigan

Atlanta, GA 30080 • (716) 491-5764 • megryanflani@gmail.com

<https://www.megryanflani.com/ux-ui> • <https://www.linkedin.com/in/meg-ryan-flani/>

User experience and interaction designer with strong visual design skills. Uses research and journey mapping to understand the users, and create elegant solutions to best address user and business needs. Strong communication skills, project organization and management from years as a freelance designer. A passion for working with people.

Skills

Multi-Channel Experience Design, User Research and Testing, Data Analysis, Storytelling, Ideation, Information Architecture, Prototyping, Responsive Design, Design Systems, Agile Workflow, Problem Solving, Leadership,

Frequently Used

Adobe CC, Figma, Sketch, InVision, Slack, Trello, Asana, Miro, Squarespace, Wix, Working knowledge of HTML, CSS, JS, VS Code, Github

Ability to learn new tools very quickly.

Experience

Freelance Designer: Multi-Channel Experience Design for Vacation Cabin

The Toasted Marshmallow | Blueridge, GA | January 2019 - January 2021

- Mapped the user's experience through all the booking platforms.
- Developed a brand across website, social media, and partner sites; Air BnB, VBRO, etc
- Designed and developed webpages to guide user's through the entire experience of the cabin and book their stay effortlessly and confidently.
- Increased booking 18% in the first month of going live.

Freelance Designer: UX Designer and Website Developer for Non-Profit

SawDust OT | Marietta, GA | December 2019 - December 2020

- A total overhaul of the Sawdust brand and website redesign.
- In-depth user research to pinpoint problems and create solutions tailored to families with special-needs children aging out of pre-existing programs.
- Centralized customer communications and gave customers quick access to their preferred therapist to ensure consistent communication through the experience.

Freelance Designer: Experience and Web Designer for Local Dispatch Service

Vital Dispatch | Atlanta, GA | August 2020 - October 2020

- Conducted market research for a start-up business using data analytics and interviews.
- Ensured best experience for users while meeting specific business requirements.
- Responsible for establishing strong, effective communication methods that streamlined the process of recruiting new service providers.

Volunteer Designer: Researcher and Graphic Designer for Preemie Baby Brand

Welcome Preemie | Boston, MA | October 2020 - November 2020

- Collaborated with developers to research and create website for families who have needs regarding their unique situation.
- Focused on re-branding across several platforms and establishing brand guidelines.
- Managed the business and marketing needs of the client, providing insights to grow the brand and increase sales by 10% during the project duration.

Side Hustles

Pontoon Brewing

Package Designer and Illustrator | Roswell, GA | August 2020 - Present

- Won statewide label contest in the summer of 2020.
- Product sold out in the first two weeks, and the art was requested for a second release for a newer version of the beer.
- Was hired as a contracted artist based on the popularity of the can's reception.

Designer & Consultant

Elbow Room Music | Atlanta, GA | September 2020 - Present

- Works closely with the musicians and producer to create style-specific covers for release across all musical platforms.
- Consults on marketing materials and strategy for new releases and distribution of merchandise.

Education

Certificate in UX/UI Design -

Georgia Institute of Technology (2020)

Bachelor in Communication Arts - Savan-

nah College of Art & Design (2011)