Meg Fiechter

Senior UX/UI & Product Designer
Chicago, IL

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Skills

UX/UI Design
User-centered Design
Design Direction
High-fidelity Prototyping
Interaction Design
Wireframing
Information Architecture (IA)
Secondary Research
Comparative Analysis

Design Systems
Responsive & Mobile Design
Designing for Accessibility
eCommerce (DTC, B2B, B2C)

Creative Strategy
Leadership & Mentorship
People Management
Cross-functional Collaboration
Process Refinement

Tools

Figma
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
HTML & CSS
JIRA & Confluence
Notion
FigJam

Education

Columbia College Chicago
BFA — Graphic Design

Work Experience

The Stable, Part of Accenture Song (Formerly BVA)

→ Design Lead — August 2022–present / Chicago, IL

- Led design projects end-to-end through secondary research, content mapping, design direction, high-fidelity designs, prototyping, oversight, and design QA for over 10 DTC eCommerce builds + retainers.
- Managed + mentored a team of mid-level designers, providing design guidance, offering support through two acquisitions, and identifying designer strengths + areas for improvement.
- Defined and rolled out a new, simplified Design QA process within The Stable DTC organization that was adopted across teams.
- Strategized on feature roadmaps for retainer clients with a data-driven approach, prioritizing client goals such as increasing AOV, reducing cart abandonment, and increasing subscriptions.
- Simplified complex problems into elegant, intuitive experiences with a human-centered design approach and focus on UX/UI best practices, mobile design, and designing for accessibility.
- Built trusting client relationships with an empathetic + detailed approach to collaboration.
- Collaborated cross-functionally on a daily basis with developers, product owners, project managers, strategists, UX researchers, and other UX + UI designers.
- Maintained design systems for multiple clients + worked closely with developers to implement new components + updates.

→ Senior UX/UI Designer — June 2021–August 2022 / Chicago, IL

- Led design discovery workshops for new projects, conducting a deep dive into clients' background + goals.
- Developed team resources + documentation for stakeholder interviews and a new template for showcasing design direction in the form of style tiles.
- Collaborated with product owners + developers on identifying our lineup of preferred Shopify themes for commercial theme builds.
- Leveraged research sources such as Baymard Institute + Nielsen Norman Group to stay up to date with best practices in UX, eCommerce, and usability.

Gorilla Group

→ Senior Visual Designer — May 2017–June 2021 / Chicago, IL

- Designed B2B and B2C commerce experiences with a focus on secondary research, design direction + production, and design QA testing + validation.
- Facilitated client onsite workshops to present designs + identify and plan new features.
- Worked on long-term contracts with Nestlé, optimizing their ReadyRefresh site experience through iterative design and testing.
- Collaborated with UX designers, content strategists, and creative technologists to deliver seamless commerce experiences.
- Helped conduct in-person user testing sessions for a Signet Jewelers jewelry configurator app experience.
- Implemented design best practices with a focus on designing for accessibility.

Vodori

→ Visual Designer — July 2016–February 2017 / Chicago, IL

- Designed solutions for web + digital marketing initiatives in the healthcare + wellness regulatory industry.
- Utilized agile methodologies for design estimates + workflows.