

Meredith Nelson

meredithgn@gmail.com
217-390-6977
San Francisco, CA

meredithnelsondesign.com
linkedin.com/in/meredithgnelson

Skills

Tools: Figma, Sketch, InVision, Adobe Creative Suite, Usertesting.com, dScout, Voiceflow

UX Skills: Product Strategy, Design Systems, Interaction Design, Conceptual and Usability Research

Experience

UX Designer | Amazon: Alexa Voice Services Wearable Devices

Full time | February 2021 – present | San Francisco, CA

Design for new and emerging consumer-facing wearable technology.

- Supported the launch of Alexa for WearOS in 2022. Defined the user experience framework for Alexa tap-to-talk interactions, on-screen responses, and on-watch setup. Resulted in user registrations 110% above launch forecast.
- Owned the design of the Alexa fitness experience for WearOS, an expected key engagement driver for Alexa wearables, from conceptual ideation to launch. First-of-its-kind integration of Alexa with a third party fitness app on smartwatch and first Alexa fitness launch to a third-party device. Resulted in “start my workout” as one of the top user utterances for Alexa on the watch.
- Defined initial design patterns for the Alexa watch app including type ramp, color styles, spacing, formatting, and interactive patterns. Resulted in maximum watch battery efficiency, ADA and Alexa brand compliance.
- Lead the first usability test for Alexa wearables features. Created a mechanism for ongoing usability testing for new wearables features to identify and address usability risks ahead of development.

UX Designer | Amazon: Alexa Voice Services Developer Portal

Contract | April 2020 – January 2021 | San Francisco, CA

Supported the certification process for third party Alexa-Enabled Devices, helping major device manufacturers across multiple device segments bring Alexa to millions of consumers.

- Designed and shipped over 10 new features and improvements to the Alexa certification process, reducing overall time and effort spent on Alexa certification.

UX Designer | Awasu Design

Contract | July 2019 – March 2020 | San Francisco, CA

Created forward-thinking design solutions in a boutique digital agency for clients ranging from Fortune 500 companies to early-stage startups.

- Translated a 100+ page PDF guidebook into a scalable digital product for a major fintech client. Created a new navigational pattern, restructured information architecture, and incorporated user testing results into the final product. Resulted in faster distribution and increased workflow automation.

UX Designer | City of Oakland California

Contract | April 2019 – June 2019 | Oakland, CA

Design strategy and research for city government digital services for the general public.

- Redesigned the city government website, including visual accessibility improvements and reusable design components and styles for consistent design implementation across the site. Resulted in ADA compliance.
- Lead the redesign of the online portal to OAK 311 services, resulting in a 150% clickthrough rate increase for secondary pages.
- Used data analytics and in-person user testing to define design goals. Established an ongoing mechanism for public feedback using Hotjar.

Continued from page one

Senior Visual Designer | Beyond Definition (formerly Bates Creative)

Full time | March 2017 – May 2018 | Silver Spring, MD

Conceptually-driven visual design in a boutique agency serving national for-profit and nonprofit clients.

- Redesigned a website for a medical device company to target new user groups and increase engagement.

Visual Designer | Rowman & Littlefield Publishing Group

Full time | December 2010 – March 2017 | Lanham, MD

- Designed award-winning book covers and interiors for an independent publishing company.
- Created branding for new imprints and series to target new audiences and build brand recognition.
- Trained seven incoming junior and mid-level design employees on work processes and best practices.

Education

General Assembly

Ten-week immersive course, 2018

User Experience Design

Washington University in St. Louis

Bachelor of Fine Arts,, 2009

Major in Communication Design

Dean's List 2009