MEAGHAN O'BRIEN

UX DESIGN LEAD

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Stamp 4 resident in Ireland

EXPERIENCE

HUBSPOT
Platform of marketing, sales, customer service, and CRM software.

Design Lead | 2021 - Present
Senior Product Designer | 2019 - 2021

- UX strategy and vision for high priority projects including: Business Units, WhatsApp, Apple Privacy, Email Health, Data Privacy
- Foster collaborative and inclusive culture while holding self and team to a high standard of meeting customer and business needs
- Scaled direct team from self to an additional 3 product designers, senior content designer, senior user researcher and design manager

CURRICULUM ASSOCIATES
Comprehensive assessment and learning solutions.

Senior UX Designer | 2017 - 2019
UX Designer | 2016 - 2017

- Collaborated with cross functional teams on large scale projects including: full educator platform redesign, login flow for pre-readers
- Developed and communicated project vision, experience principles, research insights and design concepts
- Grew the UX research team from managing two associates to leading the interview process for a director and mid level researchers

SHOEBUY/SHOES.COM
Online footwear, clothing and accessories retailer.

Freelance | 2017 - 2018
UX Manager | 2015 - 2016

- Redesigned various areas of desktop, tablet and mobile experiences including: online return process, SKU page redesign, quick buy modals
- Built a foundation for the UX practice by implementing processes around competitive benchmarking, design thinking and user testing

BLUE CROSS BLUE SHIELD MASSACHSETTS
Nonprofit private health insurance company.

Production & QA Specalist | 2015
Information Architect | 2012 - 2015

- Led development of client microsites, webpages & emails, including a fully 508 compliant medicare webpage
- Audited and enhanced the IA structure of existing experiences
- Designed, implemented and managed production and QA processes, ensuring workflow efficiency

EDUCATION

BENTLEY UNVIVERSITY

Bachelor of Science, Information Design & Corporate Communication | 2008 - 2012