MEGHANA BOWEN

UX/UI Designer

SKILLS

User Research | Personas

A/B Testing | Usability Testing

Information Architecture

Interaction Design

Responsive Design

Wireframe Production

Figma | Invision

Photoshop | Illustrator

EDUCATION

Design Lab
UX Academy Immersive Program
May 2017 - October 2017

Iowa State University
MFA Interior Design
August 2010 - December 2014

CSIIT, India
Bachelors of Architecture
August 2004 - December 2009

CONTACT

www.meghanabowen.design

meghanabowen@gmail.com

Linkedin: Meghana Bowen

EXPERIENCE

Dec 2017 - Present
IQ Solutions | UX/UI Designer

- Create wireframes, storyboards, user flows, process flows, and sitemaps to effectively communicate interaction and design ideas.
- Execute research and visual design components by bringing simplicity and user friendliness to complex design roadblocks.
- Establish user experience templates for company wide use.
- Work with clients like FDA and CDC to design and prototype interactive models and branding guides.
- Perform heuristic and content audits on multiple NIH institute websites.
- Draft testing materials and moderator guides and reports for government clients.

Jul 2020 - Jan 2021
Neospect | Lead UX/UI Designer & Product Manager

- Led the design for Neotech Solutions' primary inspection product and leveraged design strategy based problem solving.
- Incorporated industry trends with competitor analysis and trend research.
- Worked with lead content strategist to define site information architecture.
- Defined target audiences and initiatiated requirements gathering.
- Developed the responsive website using the CMS webflow.
- Managed client and stakeholder sessions and led a team consisting of content strategist, designers and social media marketer.

Oct 2017 - Jun 2019
Impactionable | Lead UX/UI Designer

- Communicated design assets to developers and internal stakeholders.
- Helped founders establish and promote design guidelines, best practices, and standards.
- Defined scope, product needs and problems through stakeholder and user interviews.
- Conducted concept and usability testing.

Aug 2017 - Dec 2017
Ford Motor Company | Business Analyst & UX Researcher

- Gathered and analyzed functional specifications and user/business needs to improve the customer experience.
- Incorporated business needs into design and conducted rapid prototype testing with users.

Jul 2014 - Jul 2016
W3Global | UX Designer & Front End Developer

- Coordinated with the backend development team in various geographical locations.
- Designed the logic and interface for an internal employee portal application.
- Developed client websites using technologies like AngularJS.