

# Meg Cramer

Manager, Product Design

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Goleta, CA

## Key responsibilities as a Manager, Product Design:

- Lead cross functional teams to design and deliver new customer experiences
- Influence product and business strategy with comprehensive user research and design solutions
- Craft mockups (low & high fidelity) to articulate design decisions; Iterate with engineer and product leads
- Conduct continuous user validation throughout feature lifecycle and identify suitable research methods
- Orchestrate successful feature rollout in collaboration with sales, care, and marketing partners
- Guide project objectives and career development for individual contributors in UX and product

## Specialized tools and skills

Sketch • InVision • Principle • Illustrator & Photoshop • Basic HTML & CSS  
Moderated and unmoderated usability testing  
Qualitative research (contextual inquiry, ethnography, interviewing)  
Accessibility training and audits

## Job history

2020 – present	Manager, Product Design	LogMeIn
2017 – 2020	Senior Product Designer	LogMeIn
2016 – 2017	Lead Product Designer	Citrix Systems
2012 – 2016	UX Designer	Citrix Systems
2011 – 2012	Teaching Assistant	University of California, Irvine
2009, 2010 – 2012	UX Intern, Contractor	Citrix Systems
2008 – 2009	Human Factors Engineer	Intel

## Education

M.S. in Informatics (School of Information and Computer Science)  
National Science Foundation, Graduate Student Fellowship, 2010  
**University of California, Irvine, 2009-2012**

B.S. in Sociology and Radio/Television/Film (School of Communication)  
**Northwestern University, 2002-2006**

## Leadership

- Board member and Executive Vice President of Junior League of Santa Barbara (2019-21)
- Mentor for Capstone & Internship programs (UC Santa Barbara, UC Irvine, Northwestern)
- Co-founder of LogMeIn's Accessibility Champions program
- Leader for Women in Tech and Women Employees (ERGs) at LogMeIn

## References

Elizabeth Thaplyial, UX Strategist • 805.455.9681  
Professor Gillian Hayes, University of California Irvine • 949.824.1483  
Kate Perlis-McKinness, Business Development Consultant • 978.985.8277