

Meg Cramer

Manager, Product Design

A solver of puzzles focused on setting up users for success

mdcramer@gmail.com

Portfolio: mdcramer.com

Goleta, CA, PT (GMT - 8); she/her

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

Leadership

- Executive Vice President and Board member 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

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

References

Elizabeth Thaplyial, UX Strategist • 805.455.9681

Dr. Gillian Hayes, Vice Provost and Dean, UC Irvine • 949.824.1483

Kate Perlis-McKinness, Business Development Consultant • 978.985.8277