

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, including:

- Successfully onboarding 500,000 users migrated to a centralized platform for sign in and profile management
- Reducing the friction for administrators by identifying and removing significant barriers to adding new users
- Improving first time use with research-informed designs for streamlined, performant welcome emails

Influence product and business strategy with comprehensive user research and design solutions, including:

- Defining the direction of LogMeIn's external API portal used by 25,000 3rd party developers
- Advising unification efforts including centralized user management for multiple products from acquisitions

Contribute individually to the development process, including:

- Crafting mockups (low & high fidelity) to articulate design decisions; Iterate with engineer and product leads
- Conducting continuous user validation throughout feature lifecycle and identify suitable research methods
- Orchestrating successful feature rollout in collaboration with sales, care, and marketing partners

Leadership experience

- Guide individuals in their career growth and in creating meaningful contributions to UX and Product
- Lead Accessibility Champions to change the way thousands of employees approach inclusive development
- Plan and produce Women in Tech and Women Employees (company-wide ERG) events at LogMeIn
- Serve as the Exec VP of a non-profit, leading a team of 25, a \$200K+ budget, and day-to-day & Board operations
- Advise and mentor university students at UC Santa Barbara, UC Irvine, and Northwestern University

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