Meredith Brown
Atlanta, GA

📞 **678-640-6004**   ✉️ MeredithLynneBrown@gmail.com

linkedin.com/in/meredithlynnebrown/   🎒 MeredithLynneBrown.com

UX Content Designer, Specializing in Research

I gained my UX Design Content Certification from Georgia Tech in 2023. I I am a detail-oriented UX researcher who brings curiosity, empathy, and intuition. I synthesize data analytically into usable formats for the benefit of both the customer and the business. I am highly self-motivated and work towards excellence, knowing that mistakes can be the greatest learning opportunity. Intuitively, with my team, I feel comfortable knowing when to persevere and when to pivot and change directions to create the best possible outcomes.

Areas of Expertise

- User research
- Design thinking
- UX writing
- Generative and evaluative research

- Creating user surveys
- Synthesizing data
- Collaborating with designers and stakeholders

- Usability testing
- User interviews
- Research planning
- Empathy maps
- User definition
- Problem statements

- Business proposition canvas
- Connecting research to business strategy
- Wireframing
- Design

Professional Overview

Freelance UX Content Strategist | Families 4 Families.   Sept 2024-Dec 2024
- Stepped in as a consultant for an SEO company that needed to create a full marketing strategy, including branding guidelines, web re-design, social media strategy, print marketing, and event marketing.
- Consulted as the UX researcher. Interviewed the CEO and board, compiled an affinity diagram, and created a feature prioritization map, a user insight statement, user personas, and wireframes for mobile and desktop.

Freelance UX Content Designer | Bearing Technologies, Inc.   Dec 2023-March 2024
- Developed a strategy for an automotive parts company to bring in larger clients for more revenue. Their website was last developed in the 1990s, and they had no marketing strategy.
- Held stakeholder interviews, created a business proposition canvas, developed multiple user personas specific to their brand.

Web Content Writer, Contract | Acadia   June 2022-Dec 2022
- Collaborated with a team of content writers to create location-specific, intelligent SEO content for Ideal Image. Each location required research planning, content creation, and editing.

Content Writer/Editor | InBound Back Office   Feb 2021-June 2022
Developed blogs, whitepapers, and newsletters as a content creator focused on the user experience through storytelling to bring new online engagement.

Education & Technical Experience

Education: Taylor University, BA in Writing (2005)
Reinhardt University, MFA in Creative Writing (2022-graduation 2025)
Georgia Tech Professional Education, UX/UI Bootcamp (2023)

Technical Experience: Figma, Google Suite, Slack, Miro, Trello, Asana, Interactive Whiteboard

About Me: INFJ, lover of ALL documentaries, reader of memoirs, constant strategic thinking