

Meredith Brown

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UX Content Designer, Specializing in Research

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 I work towards excellence, but also seek out the opportunity to learn from mistakes. Intuitively, with my team, I feel comfortable in 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
- Summarizing data findings and presenting to stakeholders
- Wireframing
- Design

Professional Overview

Freelance UX Content Designer | Bearing Technologies, Inc. Dec 2023-present

- Engaged the entire design process to develop a new website for an automotive company bringing in large clients and revenue that their website did not reflect.
- Held stakeholder interviews, created a business proposition canvas, and multiple user personas specific to their brand.
- Consistently took in research throughout the project, synthesized the data, and met weekly to strategize with the company owner on strategic decisions that would support obtaining larger contracts and better B2B sales consultant engagement.

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

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