Meret Götschel

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Leadership Skills

Team Management
Coaching
Recruiting
Career Frameworks
UX Strategy
UX Measures & ROI
Experience Visions

Design Skills

User Research
Ideation
Information Architecture
Prototyping
UX Design
UI Design
Usability Testing
Design Systems
Lean UX Methodology
Agile Process

Tools

Figma	Dovetail
Sketch	Miro
Adobe CC	Asana
Abstract	Jira
Zeplin	Confluence
Invision	Airtable

Languages

Basic understanding of
HTML5 & CSS3
Fluent in English
Fluent in German

Head of Product Design

mParticle | October 2019 — July 2022 (2 years 10 months)

mParticle is a customer data platform used by companies such as NBC Universal, Spotify, and Airbnb to integrate and orchestrate their entire growth stack, customize user experiences, and win key moments of the customer journey. During my time at mParticle the company began their transition from sales-led to product-led growth and acquired an analytics company (Indicative).

- Owned product design at mParticle while working closely with Chee Chew (CPO) to ensure leadership alignment. Developed UX strategy, vision, values, design principles, and KPIs that resulted in doubled design delivery speed.
- Spearheaded new product delivery process (PDLC) in close collaboration with product and engineering leaders. Reduced process inefficiencies and increased productivity.
- Hired, managed, and coached a team of 4 product designers. Managed design capacity and prioritization across squads. Developed interview, onboarding, and career advancement frameworks (e.g. career ladder and goal-setting).
- Established lean UX processes and playbook, design best practices, and workflows for tools such as Figma, Dovetail, and Jira.
- Conducted qualitative and quantitative UX research with end users. Owned major research projects that defined IA, personas, and customer journeys.
- Built a research process that exposed product delivery teams to more users thereby increasing company-wide user empathy. Rolled out research repository and tagging system enabling faster decision-making and UX agility.
- Led workshops and office hours to increase company-wide UX literacy.

Head of Design

Signafire | January 2018 — July 2019 (1 year 7 months)

Signafire's suite of B2B content analytics and ETL products enabled customers to collect, enrich, analyze, and visualize massive sets of structured and unstructured data from private, public, and third party sources. As the first design hire, I acted as a player-coach by establishing the design team and processes while contributing directly to product design.

- Led end-to-end design for a brand new data management/ETL tool (Fusion) from conception to launch.
- Hired, managed, and coached a product design team. Created interviewing and onboarding processes and established healthy team practices to ensure positivity and career growth.
- Advocated for the value of design and its impact on business outcomes to key stakeholders and C-suite.
- Introduced the Double Diamond design process and validated its importance to leadership. Developed workflows for design tools such as Sketch, Abstract, Zeplin, Jira, and Confluence.
- Collaborated closely with developers in building a design system, defining its components, and establishing a shared language.
- Managed design roadmaps and sprints to ensure timely delivery of designs.

Education

Bachelor of Fine Arts in Fashion Design & Photography (graduated magna cum laude)

Savannah College of Art & Design
August 2010

Courses

Lean UX & Agile
Nielsen Norman | January 2022

Design Tradeoffs and UX Decision Frameworks
Nielsen Norman | August 2021

Taking Control of Agile UX
Jared Spool | July 2021

Game-Changing Experience Visions
Jared Spool | May 2021

Persuasive UX Metrics
Jared Spool | December 2021

Measuring UX & ROI
Nielsen Norman | December 2020

Other Experience

Associate Designer
Alice Yim NY
March 2011 - September 2014

Freelance Assistant Designer
Haute Hippie
October 2010 - February 2011

Design Intern
alice + olivia
October 2010 - February 2011

Passion Projects

Goop | Feb 2018
A tool that allows scientists at the American Museum of Natural History to create 3D models from 2D cell slices.

Gigly | January 2014
A mobile app for organizing the job search process.

Product Designer

Signafire | July 2015 — December 2017 (2 years 6 months)

- Conducted early discovery and exploratory user interviews to create user personas and gather requirements and pain points to ensure product met end user goals.

- Designed complex data-heavy features such as a boolean search tool and data visualization dashboard.

- Effectively communicated designs by creating UAT requirements, workflow diagrams, and clickable prototypes to ensure proper implementation.

- Partnered closely with developers to assess feasibility, problem solve implementation, and quickly iterate and adapt designs.

- Developed and continuously expanded component library in collaboration with developers to increase reusability and delivery speed.

- Developed company branding, marketing, and sales collateral.

UX/UI Designer

CHARGED.fm | June 2014 — June 2015 (1 year 1 month)

CHARGED.fm was a peer-to-peer ticketing marketplace, allowing users to discover and create events, as well as buy and sell tickets. As the first and only designer I was in charge of setting the design direction for all CHARGED.fm platforms (website, mobile app, and CMS).

- Owned UX design of the CHARGED.fm mobile app (launched at SXSW 2015), the CHARGED.fm website, and user dashboard.

- Defined core feature set and information architecture for the mobile app. Developed comprehensive user flows and wireframes. Directed contractors on UI design.

- Collaborated with in-house and offshore engineering teams, providing them with designs, flows, spec sheets, and assets for ongoing feature development.

- Redesigned the user dashboard, including event creation and user account settings.

- Audited and redesigned the website's UX/UI in order to maximize usability and increase customer trust. Designed a new help center to reduce customer service calls.

- Established a cross-platform design system to ensure uniformity and reusability across app and website features.