

MEREDITH BRENNER

Digital Product Design & Management

ABOUT

I'm a UI/UX designer turned product manager – this varied background has given me the chops to identify and balance critical business goals with the needs of the end user.

EDUCATION

DREXEL UNIVERSITY
MSIS*/MSLIS, 2017
**HCI focus*

TYLER SCHOOL OF ART
BFA, *summa cum laude* 2010

UNIVERSITY OF PENNSYLVANIA
BA, *summa cum laude* 2004

SKILLS

Adobe Creative Suite, Sketch, InVision, JIRA, Confluence, Slack, Roadmunk, Asana, Omnigraffle, Remote User Testing Methodologies, Agile Development Methodologies

CONTACT

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EXPERIENCE

2017 - PRESENT

Manager of Digital Product Design | URBN Inc.

I lead a team of product managers who work to maintain, evolve, and innovate the digital experiences central to all URBN brands (Urban Outfitters, Anthropologie, Free People). Key accomplishments include:

- Launch of "Made to Order" shopping experience on both iOS app and web platforms to support Anthropologie's custom furniture business.
- Launch of URBN "Marketplace" to support sale of dropship goods across all three major URBN brands' eCommerce websites.
- Design and implementation of product roadmapping and evaluation life cycle to manage an influx of client requests.
- 2018 URBN Hackathon winner for cart conversion/upsell module.

2014 - 2017

Sr. Art Director of UI/UX | Anthropologie

Manage a team of UI/UX designers tasked with building and maintaining the Anthropologie digital eCommerce platforms (iOS App and web).

Highlights of accomplishments in position include:

- Successfully support site re-platform requiring overhaul of site UI & page templates to support responsive web design.
- Establish digital site style guide optimized for responsive web design.
- Introduce UX best practices to workflow including both in person and remote user testing, A/B testing, heuristic evaluation, & prototyping.

2013 - 2014

Senior Experience Designer | Anthropologie

Responsible for a range of cross-platform projects for the brand including design of marketing content page templates, wireframes and interactive prototypes for new feature development, and concept pitches for brand initiatives.

2012 - 2013

Interactive Designer | QVC

Responsible for developing concepts and design solutions to support TSV marketing needs on the QVC website. Position required involvement in all aspects of the production process including:

- Collaboration with merchants to understand business needs.
- Art direction of photo shoots.
- Retouching of photography assets.