

# Meredith Hines

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Over the last decade, I have honed my skills in graphic design, web design, commercial interior design, and illustration, working closely with clients to create usable and useful designs that prioritize equitable and enjoyable user experiences. My expertise in space planning, annotating architectural plans, and branding greatly enhances my ability as a UX designer to conduct thorough research and detailed documentation. I am passionate about empathizing with users and making data-driven design decisions.



## SKILLS + TOOLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Figma  
Excel / Sheets  
Agile Methods

Project Management  
Design Thinking  
Competitive Analysis  
UX and UI Design  
UX Research  
Empathy Maps

Affinity Diagrams  
Usability Testing  
Wireframing  
Prototyping  
Component Systems  
Visual Design

Branding  
Graphic Design  
Typography  
Clear Communicator  
Self-motivated  
Detail Oriented



## WORK EXPERIENCE

**Designer, Aardvark Mobile Tours**, Conshohocken, PA | July 2023 – Present

- As the only in-house designer, I created a working set of standard operating procedures for both the design and marketing departments, ensuring efficiency and consistency including project management tools, established regular team meetings, and defined communication standards, enhancing collaboration.
- Developed a comprehensive Brand Guide, outlining guidelines for maintaining the company's visual identity across all touchpoints as well as templates for vehicle mockups, social media content, and slide decks, streamlining design processes and accelerating output.
- Created a photoshoot calendar including the programs' production, finished vehicles, and tour sendoff moments, in order to simplify the existing process of capturing engaging visuals for promotional materials.
- Collaborated with cross-functional team members, pitching solutions to design problems and successfully implementing solutions.
- Produced and verified print-ready design files for vinyl truck wraps as well as designed a variety of deliverables in support of sales and marketing teams
- Led User Experience efforts for a new comprehensive company website comprising around 50 page designs to enhance user experiences, raise accessibility standards, and improve SEO.
- Drove the development of a strategic social media plan across all platforms, targeting client personas, and generating quality sales leads.

## **Freelance Designer / Illustrator, Meredith Ann, LLC, Remote | Nov 2018 – Present**

- Collaborated with 25+ clients and brands to develop visual assets for web-based and print materials, adhering to existing or developing new brand guidelines for brochures, packaging, social media, presentations, etc.
- Designed high-quality graphics, playful illustrations, and over 80 paper products for wholesale, retail markets, print-on-demand, and licensing applications.
- Provided creative direction and design support for various projects, ensuring consistency across all visual elements while leading and mentoring 5 interns over the course of 2 years.

## **Adjunct Interior Design Professor, Harding University, Searcy, AR | Jan 2021 – May 2022**

- Instructed computer graphics and professional practice classes for sophomore and junior interior design students, covering Adobe Photoshop, Illustrator, and InDesign; portfolio development, business formation, design thinking, and industry standards.
- Developed and delivered engaging lesson plans, incorporating a variety of teaching methodologies to accommodate different learning styles and abilities.
- Provided individualized feedback, and facilitated class discussions and critiques helping students improve their technical skills, encourage critical thinking and problem solving and fostering creativity among students.
- Mentored and advised students on career development, internship opportunities, and professional practices in design while maintaining accurate records of student performance in accordance with institutional policies for CIDA accreditation.

## **Artist / Crew Member, Trader Joe's, Lexington, KY | Nov 2018 – Jan 2021**

- Collaborated with other artists, crew members, and leadership to create visually appealing displays and signage for the store on quick timelines and with limited resources
- Demonstrated a strong work ethic, efficiency, attention to detail, and a positive attitude in all tasks performed.



## **EDUCATION | CERTIFICATIONS**

### **Google UX Design Certification, via Coursera**

- Designed usable, equitable, enjoyable, and useful user experiences for web and mobile applications.
- Developed user personas, conducted competitive analyses and usability testing, analyzed data with affinity diagrams, plotted user flows, and documented detailed case studies.
- Conducted research and user testing at various stages of the design process to receive valuable feedback, inform, and validate design iterations from low-fidelity wireframes to hi-fidelity prototypes.
- Strategically worked within digital design systems and brand guidelines to effectively use typography, iconography, color, composition, and interactions to improve user interfaces.

### **Interaction Design Foundation, Top 10% Certifications**

- Visual Design: The Ultimate Guide
- Agile Methods for UX Design
- Mobile UI Design
- Accessibility: How to Design for All

## **Bachelor of Science, Interior Design, Harding University**