



Meredith Eads  
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## WORK

### **Xplorie**

SVP of Experience | March 2023 – February 2024

Direct B2C email marketing and ecommerce user experience to drive unforgettable guest experiences powered by connecting short-term rental hospitality brands and the best local activities. Lead B2B marketing to support sales and client success efforts.

### **Hive Brands**

Director of UX/UI | March 2022 – February 2023

Direct user experience with the goals of improving conversion, growing subscription adoption, and communicating the impact of customers' sustainable grocery choices. Act as a key input to strategic roadmapping, collaborating with the CMO, Product Manager, and developers. Manage design from ideation to prototyping, creative direct visual design completed by UI designers.

### **Elva Design Group**

Senior UX Designer | March 2020 – February 2022

Lead e-commerce user experiences by providing user insights, wireframes, and prototypes. Collaborate with visual designers and developers to align design output with best practices.

### **Blue Acorn iCi**

Director of UX | May 2019 – February 2020

Direct e-commerce user experiences by leading design workshops, facilitating cross-functional collaboration, and creating experiences backed by qualitative and quantitative data. Manage UX and UI creative services team in the Charleston, SC office.

Previously: UX Designer | October 2017 – April 2019; UI Designer | May 2015 – October 2017

### **City Corridor**

Creative Director | February 2012 – April 2015

Direct UX & UI for a start-up creating interactive kiosk-based and web-based applications. Create and manage branding for the company website, products, and marketing materials.

## SKILLS

User Experience Design, E-Commerce, User & Usability Research, User Interface Design, Wireframing, Prototyping, Workshop Facilitation, Conversion Rate Optimization

## EDUCATION

Boston University | B.S. in Communication, Advertising  
– cum laude



NN/g UX Certified since 2018